

Selling Field X Field®

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APRIL
2020

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

LATHAM'S RESEARCH PROGRAM EXPANDS AS OPPORTUNITIES ABOUND

Spring is finally here! We're as eager as you are to get our seeds planted in a timely manner as our 2020 crop becomes our 2021 Latham® brand seed products. We've spent a great deal of time during the winter months, reviewing our research plan and talking about ways we can help Latham® dealers and farmer-customers determine which trait platforms best fit their needs.

One advantage our family-owned seed company has is access to the industry's latest traits. Having different platforms provides farmers with much needed options to fight weed resistance and gives them more flexibility to use different chemistries. New to our lineup for 2021 are XtendFlex® soybeans, which will allow farmers to spray dicamba, Roundup or Liberty.

While traits are important, sound genetics are key to product performance. That's why our Product Team puts new and experimental products to the test each summer. Lyle Marcus leads our corn program, and Mark Grundmeier leads our soybean program. Their experience and knowledge puts Latham Hi-Tech Seeds in a stronger position than ever.

We're also continuing our research relationship with Bob Foley. Our research program includes plots at our company headquarters, as well as SuperStrip and MiniStrip plots throughout Latham's seven-state footprint.

MiniStrip plots are replicated research plots that examine experimental corn hybrids and soybean varieties. These plots focus on selecting key products for our lineup. These plots also serve as learning centers for Latham RSMs and Dealers as we train on characteristics and placement.



Latham®
HI-TECH SEEDS

by **JOHN LATHAM**
PRESIDENT

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SuperStrip plots help validate findings from MiniStrip plots that were conducted in previous years as they test a set group of products in a given maturity range. These include products being offered; products we plan to add to next year's lineup; and "experimentals" that are being further tested to see if they meet our standards. We collect data on how they perform by soil type and under various environmental conditions.

Our research program expands as opportunities present themselves. We're very excited to see the opportunities that become available as many genetics and traits soon will come off-patent. This season we're working with a new genetic and trait provider on some unique options. We're also looking forward to coordinating our research efforts with our precision ag platform called Data ForwardSM.

Our Precision Agronomists, Phil Long and Darin Chapman, help Data Forward customers use technology to make more informed decisions. As a seed company, we focus on helping farmers use precision technology to improve seed product placement by implementing benchmarking and conducting on-farm trials. Our objective is to provide customers with tools to evaluate ROI of technology investments. Once customers work with Phil and Darin, they see that we are in the business to help them succeed.

Thanks for being a part of the Latham Team! We appreciate all you do and wish you a safe spring season.

IDENTIFY ACTION ITEMS TO HIT YOUR GOALS



by **AMY ROHE**
SALES MANAGER

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Happy spring! This is an exciting time of year with so many fresh starts: new planting season, newborn animals running around the farm and plans for a new sales year.

Business planning has started with our team, and we all are deep into conversations about next year. We have been visiting with our regional sales managers (RSMs) about what they believe the future holds for their territories. They, in turn, are looking for your input.

Here are a few questions your RSM will ask about your dealership:

- 1 What worked this year? Why?
- 2 What didn't work this year? Why not?
- 3 What had the biggest impact on your sales growth?
- 4 What trends do you see?
- 5 What are your goals for the next year? What activities do you need to do to hit those goals?

Answering these questions will lead into next year's business plan.

The 2020-2021 sales season really starts at planting time. Make sure Latham® seed gets planted on the intended field, at the right seeding rate and depth, in fit conditions. What happens at the planter is key to growing your sales next year.

Now is the ideal time to meet with your RSM to plan for 2020-2021 as the best plans aren't made in just one meeting. Meetings with your RSM can take place over the phone, via Facetime or online using Zoom. Start with the questions to the left and discuss your thoughts with your RSM. Take time to think over your ideas and then revisit them before you finalize your business plan. Keep in mind that your business plan can lead to additional dollars from Latham's Value Incentive Program (VIP).

Last month Laura Cunningham published a great article in our "Selling FieldxField" newsletter about offering exceptional service. Review that article, so you can add ideas to your plan that can take your customer service to the next level. The key is to look at your dealership: What has made you successful? What are you are passionate about?

Continue to do those things that are most successful and stop doing the things that may have set you back. As the saying goes, **"You can become exceptional at the things you are good at, but you will always be average at the things you are bad at."**

We look forward to hearing your feedback as we put together our company's regional business plans. If you don't have a meeting on the books with your RSM to start discussing next year, give him or her a call today to put a date on the calendar.

Start the conversation now! The best plans don't just have outcomes; the best plans outline actions needed to achieve the desired outcomes. If you do the activity, the results will come. What activities do you need to do this year to hit next year's goals?

Also remember that the current sales year isn't over until the last seed gets planted. **HAPPY SELLING!**



MAXIMIZING YOUR CUSTOMERS' ODDS OF WINNING



by **RYAN SCHON**
GENERAL MANAGER

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Last month I wrote about how yield advantages relate to win rates. Some salespeople spend their whole careers looking for that one hybrid or one variety that will win every plot. And in that quest, they miss the truly great products that win 80%, 70% or even 65% of plots.

Remember, winning 80% of plots consistently over any time period requires a hybrid to be 20 bushels better over multiple years and across hundreds of different environments. A soybean variety would need to be 5 bushels better.

You might be reading this article on the opening day of baseball season. I love spring for its new beginnings, from planting season to baseball season. Everyone starts 0-0, which is 50% win rate! Baseball is such a good analogy for farming.

In the history of professional baseball, the all-time winningest manager was Joe McCarthy of the New York Yankees. He managed from 1931 to 1946 and won seven World Series titles. His winning percentage was just 61.5%. If we expand the group to the Top 10 winningest managers, they had to win at least 58.3% to get into that group. Far from being undefeated!

Not a baseball fan? How about pro football coaches... The all-time leader is John Madden with a blazing 75.9% wins. For the NBA fans out there, we see similar stats. Phil Jackson leads the way with 70.4% wins. The greatest NHL coach has just 68.3% wins. You will find some coaches at lower levels with higher win rates, but among the best of the best in the pros, here's a summary:

LEAGUE	LEADER	TOP 10
MLB	Joe McCarthy – 61.5%	58.3%
NFL	John Madden – 75.9%	64.8%
NBA	Phil Jackson – 70.4%	58.8%
NHL	Tom Johnson – 68.3%	56.0%

No team will win every game. Know that your favorite product won't win every plot and that's okay! Our LH 5245 VT2 PRO, for example, wins 73% of all the comparisons in our database. With its trophy case of F.I.R.S.T. trial wins, 5245 is an industry-leading hybrid in its maturity and a solid choice for your customers.

We're in the business of growing a living thing outside, so we must expect variability. We must expect the unexpected. We must have the mindset to help farmers manage their odds, i.e., their win-rates.

Great seed salespeople help customers maximize their odds of winning. **You know that one product that underperformed in that one field, that one year? It might well be the very best product if it was selected, placed and managed well the next year.**

What a challenge for seed company product managers and for seed dealer salespeople! We do everything we can to bring you the very best win rates. We want to maximize your customers' odds of winning.

Now get out there with that odds-making mindset and take advantage of this fresh start to a new growing season!



DEALER KICKOFF 2020 REGISTRATION IS NOW OPEN!



by **LAURA CUNNINGHAM**
MARKETING MANAGER

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Farming takes grit. Seed sales takes endurance. It's more than just a living. **For many of you, this work is a way of life.** Every day worked is another day writing your story, **fulfilling your "why"**.

One might even say you were *Made for This.*

We're building on past momentum by planning this year's event around the theme of "Made for This." Kickoff 2020 will be held at the Sheraton Hotel and Denny Sanford Convention Center in Sioux Falls, SD. Dealers will get down to business at 9 a.m. on Thursday, July 9, with a keynote address by Scott McKain 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 2021 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 2019-2020 sales season. We'll announce the location for Dealer Kickoff 2021 and the destination for our February 2022 Sales Incentive Trip. 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, Dealers will focus on building sales skills and marketing strategies to make 2021 your best sales year yet. We'll bid farewell with a closing address and noon meal for all families to enjoy.

Meanwhile, we're providing options for spouses and families. Spouses can choose to join the dealer group for the keynote address by Scott McKain on July 9, and then embark on a day trip exploring Sioux Falls on our private Culture & Cuisine Tour. Spend the day off-site for a luncheon, cultural tour and dessert including a stop at the historic Falls Park and wine sampling. On July 10, join us for a simple jewelry-making class where you can create and take home your own unique piece. Everyone will return to the hotel in time to freshen up before the Evening Banquet and Awards Ceremony.

Children under age 12 are invited to join us July 9 for a day of adventure at the Outdoor Campus! We have partnered with South Dakota Parks and Rec volunteer staff to schedule a scavenger hunt of the park,

outdoor cooking class and fishing expedition. Children over 8 years old have the option of archery/kayaking while those under 8 years old explore camping skills. Sack lunches are included, but we ask that children under age 5 are accompanied by a parent.

Where:

Sheraton Hotel and Denny Sanford Convention Center, Sioux Falls, South Dakota

When:

July 9, 2020, at 9 A.M.* to July 10, 2020, at 12 P.M.*

Who:

Dealers, spouses or guests and children are invited!

What:

Those dealers who sold 200 units of corn and/or 1,000 units of soybeans will be treated to a free room at the Sheraton. Congratulations on your hard work!

Online registration opens April 1 at www.LathamSeeds.com/events.

*Schedule times are subject to change

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2019-20 SEEDWARE OVERVIEW Customer Deliveries, Widgets & Statements



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

Wednesday, April 8, 2020 7:00 AM
Thursday, April 9, 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!

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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.



WORD SEARCH

Find the words related to Easter in the grid to the right. The words can be forwards or backwards, vertical, horizontal, or diagonal.

- | | |
|-----------|---------|
| RABBIT | FIND |
| MARCH | HUNT |
| SPRING | HOLIDAY |
| CANDY | BUNNY |
| SUNDAY | BASKET |
| CHOCOLATE | HOP |
| EGGS | EASTER |



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