

# Selling FieldXField®

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MARCH  
2020

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

## IRONCLAD™ IS A POINT OF DIFFERENTIATION

Some companies have solid genetics. Others have products with strong disease resistance. At Latham Hi-Tech Seeds, it's our priority to provide products that have both solid genetics with strong disease resistance.

I don't see other companies making disease resistance a priority like we do at Latham Seeds. Many other companies are trying to make their business simpler by only offering one trait platform. However, we don't take the easy way out! We understand how important it is for farmers to have tools, so we're committed to our IRONCLAD™ products. I'm excited because I think Latham® IRONCLAD continues to be a great way for our dealers to differentiate from competitors while still offering the trait technology that farmers want.

Latham IRONCLAD products include exceptional genetics and industry-leading protective traits to battle yield-robbing pests and diseases. To bear the IRONCLAD distinction, a soybean product must be resistant to Soybean Cyst Nematode (SCN) and carry an Iron Deficiency Chlorosis (IDC) rating of 2.2 or better. Plus, IRONCLAD products must also protect

against either White Mold or Sudden Death Syndrome (SDS). We will continue to offer Latham IRONCLAD soybeans in many different maturities. We're working to bring along as many new IRONCLAD products as soon as possible.

We're also working to provide our customers with options for different herbicide platforms. Enlist E3™ is a big player, and it's a great fit for a great deal of our customers. We're also hearing a great deal about XtendFlex® and hope it gains approval. These new technologies, along with LLGT27, make it challenging to choose our lineup every year.

Our goal is to select next year's product lineup each year in February. Before we pick our products, we get input from our RSMs and dealers. This year their feedback was mixed between different traits, but the one thing we heard is to remember genetics. We hear you loud and clear. And we agree! We strive to select products that have solid genetics with great trait packages.



LATHAM® IRONCLAD™ SOYBEANS

Latham®  
HI-TECH SEEDS



by **JOHN LATHAM**  
PRESIDENT

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# SET YOURSELF APART WITH SEED DELIVERIES



by **AMY ROHE**  
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How can it be March already? Time flies when you're having fun!

The official start of spring is less than 20 days away, and we're all eager for the start of the planting season. Our team has been very busy behind the scenes. Thanks to many of you for taking seed early.

Delivery is a favorite topic of discussion during visits I've made throughout the winter to dealerships. Rather than just dropping off seed, many Latham dealers have turned seed delivery into a great customer experience. It's a great time to stop and have a conversation with your farmer-customer before things get crazy busy.

Below are three ideas from dealers, who have set themselves apart at delivery time:

**1 Review the crop plan.** Some of you put together a crop plan last fall and reviewed it with farmers this winter. Delivery time is the perfect time to review the plan and remind them where each product should be planted. In addition to reviewing the farm each product goes on, discuss planting population and seed depth. Dealers have printed off tech sheets or sell sheets to put with the crop plan, so they have all the information needed. To make it as easy for the farmer to plant the right hybrid/variety in each field, print an extra copy of the crop plan on bright paper and laminate it. Farmers can keep the laminated plan in their tractor cab.

**2 Placement in the shed matters.** Studies show that the seed that gets planted first – and in the right fields – was stored in the front of the shed. That's why many dealers break down pallets by farm for their customers. Adhere a pallet sticker, listing what hybrids/varieties are on that pallet and what farm it goes on. When you get to the farmers' shed, place the Latham® seed where it's easily accessible. Make sure the pallet sticker is in plain sight.

**3 Thank you goes a long way.** Never underestimate the power of a simple thank you note. In our busy lives, we don't always take time to thank those around us for all they do. A handwritten thank you is a great way to set yourself apart. Some dealers write a simple thank you at the bottom of their statements. Other dealers send thank you notes after an order is booked. Some dealers give a simple gift, such as a pair of Latham-branded gloves, at seed delivery time. The point here is to take a minute to thank customers for their time and business.



Please take some time to think about the customer experience that you're delivering when you're delivering seed. Hopefully, some of the ideas listed above will spark ideas on how you can make your deliveries unique. Work with your RSM to set yourself apart from the competition.

Latham Seeds put together a list of ideas during our last RSM meeting, and we're sharing them online in the Latham Dealer Center. Check out those ideas to see what would work with your dealership.

Also remember that our Dealer Center includes templates for pallet stickers, as well as other helpful sales tools including videos on everything from making seed deliveries to using SeedWare.

**Happy Selling!**

Variety-By-Field Plan					
Hybrid/Variety	Units	Seed Size/Weight	Planting Location	Planting Population	Additional Comments

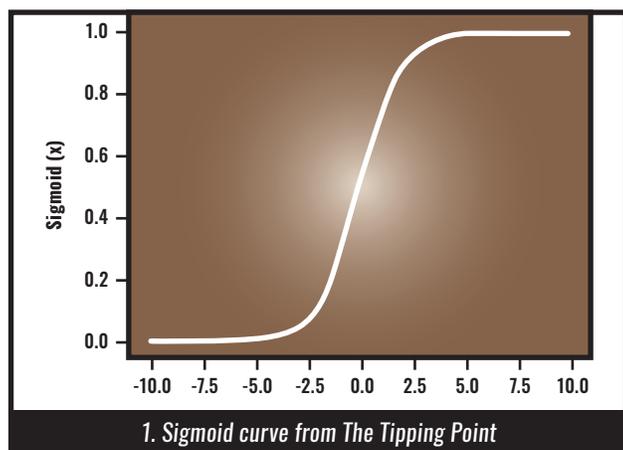
Independent. Options.™ **Latham** NI-TECH SEEDS

# DO GREAT SEEDS SELL THEMSELVES?



by **RYAN SCHON**  
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Before joining Latham Hi-Tech Seeds, I studied how the yield performance of two products in the field impacts which products wins more often and at what rate. I was very fortunate to access a massive data set with many thousands of locations across many years. So many, in fact, that I learned that win rates don't correlate very well with yield performance until you have at least 500 locations. **FIVE HUNDRED.** At that point, the data settles in very closely to the sigmoid curve made famous in "The Tipping Point."

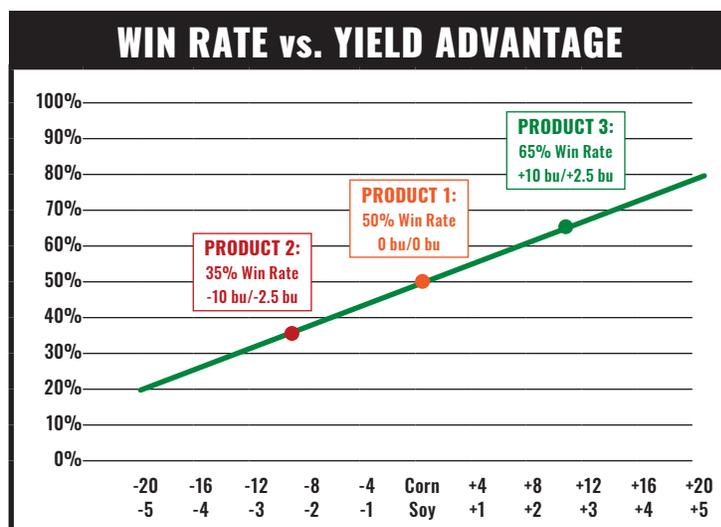


A critical feature of that curve is that it's also very nearly linear near 0. That linear relationship between yields and win rates is very interesting. With enough locations, we have a high confidence in the following rule of thumb: For every 1 bushel per acre (bu/A) of yield difference between two products, expect a 1.5% win rate in corn and a 6.0% win rate in soybeans. For example, if LH 5245 VT2 PRO beats a competitor by 8 bu/A, you can expect it to win 62% of the time. If L 2184 R2X wins by 2 bu/A, that's also a 62% win rate.

So what?

A 1-bushel yield advantage in soybeans is worth 4 bushels of corn. I've heard many farmers say they can't see less than 2 bushels of difference in soybeans. Keep in mind that a 2-bushel difference in soybeans equates to 8 bushels of corn, and few would write off 8 bushels of corn.

Understanding this yield advantage should have a big impact on your product confidence and how you sell. **Take Product 1 from our chart below, for example.** By definition, it's an average product. It yields the same as other products, winning exactly half the time. This really represents a group of products that are only marginally different from one another. Can you sell that?



2. Linear portion of yield x win rate curve

**What about Product 2?** It wins more than one third of comparisons. These products may be more stable. They may have one key defensive trait that is most important, but they may need better placement than other products. Can you sell that, or do you write off Product 2 because it is not like Product 3?

**Product 3 is what we strive for at Latham.** Notice, however, that even Product 3 only wins 65% of matchups. Most products win 45-55% of the time. Can you sell that?

Bottom line, we have and will continue to do everything we can to bring you superior products. We test new product candidates extensively to bring only the best products forward that are tailored for your unique area. In addition, you can expect us to develop other new and innovative ways to help farmers succeed. Stay tuned!

# 6 IDEAS TO DIFFERENTIATE YOUR DEALERSHIP THROUGH SERVICE



by **LAURA CUNNINGHAM**  
MARKETING MANAGER

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Now that we've turned the calendar to March, there is light at the end of the tunnel in the 2020 sales season. As the days get longer, Midwesterners also look forward to warmer days.

Spring is a season of anticipation, so your customers are looking for a leader to affirm their crop planning decisions. Now is a great time to remind them why they've made a great choice to partner with independent, family-owned Latham Hi-Tech Seeds. Latham provides the industry's highest quality seed with top germination rates, and it has a 73-year history of stability and farm-proven performance.

What can you do to make both your first-time customers and your long-time customers feel valued? When you deliver seed or when you visit the planter, make the touchpoint count!

Below are six ideas to help create a unique and relevant customer experience during spring deliveries:

- 1** Use Data Forward™ to create a customized planting report for your top customers. Print the tech sheets to accompany this report to reference later.
- 2** Create a one-pager of all hybrids and varieties using the Catalog Widget in SeedWare. In the notes section, place some reminders of any placement discussions or things to remember for population/herbicide sensitivities.
- 3** Attach a Field X Field™ sticker to each pallet, reminding the farmer where to plant each hybrid or variety. (To order some of these stickers, contact Brandi at the Latham office.) Go the extra mile by stacking your pallets by farm for easy labelling and picking during the busy planting season.



- 4** Order brown handled lunch bags OR coolers, so you have them on hand throughout the planting season. Planter visits are an excellent opportunity to make sure everything is going well and to see if there are any in-season seed needs.
- 5** Create a window cling or magnet with your business card on it so you remain top of mind for in-season seed needs. Drop off or mail to a customer with a hand-written thank you note.



- 6** At planting time, stop to see key customers and prospects. Walk the field and check seed depth. Then leave behind the seed depth indicator, highlighting the importance of good seed-to-soil contact for maximum yield potential.

Great service is a major differentiator at this stage of the buying process. Latham's marketing team is ready to help you make those touchpoints count so you remain the go-to supplier for your customers.



# 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 >

## Training Video: How to Add a Crop Plan



## Training Video: How to Add a Crop Plan



## Training Video: How to Add a Crop Plan



## NEW TRAINING VIDEOS POSTED FOR DATA FORWARD!

Three new video tutorials have been uploaded to assist you with Data Forward. Check the Dealer Center often for new content!



**OVER  
70  
YEARS**  
OF THE INDUSTRY'S  
BEST GENETICS, HIGHEST  
QUALITY PRODUCTS, AND  
HOMETOWN SERVICE.

## SEEDWARE WEBINAR

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



**SANDIE JOHNSON**  
WEBINAR INSTRUCTOR

641-692-0333 / sandiej@lathamseeds.com

**Wednesday, March 11, 2020 7:00 AM**  
**Thursday, March 12, 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!

**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.

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## SUDOKU!

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

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