

Selling Field **X** Field®

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MADE
for This

JULY
2020

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

GET CONNECTED DURING LATHAM® DEALER KICKOFF

Latham®
HI-TECH SEEDS



by **JOHN LATHAM**
PRESIDENT

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“Networking” and “getting connected” will take on new meaning in the business setting this month when we gather together – virtually – for our annual Latham Dealer Kickoff event.

Since Kickoff is being held online, there's still time for you to register at www.lathamseeds.com/events.

Below are the highlights of our July 8-10 virtual event:

JULY 8, 2020 - Happy Hour	
7:00 PM	Join us for a virtual “toast” to dealers for all your outstanding work this past season! Those who interact during this session will be eligible to win special prize giveaways. More importantly, our virtual support team will be available to help you work through any technology kinks. That way you'll be able to see and hear the next day's sessions.
JULY 9, 2020 - Sales Programs, Pricing and Promotion	
8:00 AM	Our goal is to make this virtual event as interactive as possible through Q&A sessions, games and trivia contents. We will wrap up this day just before noon with a preview of the next day.
JULY 10, 2020 - Products by Geographic Region	
TBD	As you know, Latham Hi-Tech Seeds chooses products that perform best in a particular region. Latham Dealers who register for our virtual Kickoff will receive a link, directing them to a 90-minute small group session with Latham's Product Managers. We will cover product insights and positioning tips to help you learn about our new 2021 lineup.

We certainly will miss seeing you and your families in person. However, we all were “Made for This.” We look forward to connecting with you soon!

VIP WORKSHEET IS KEY TO MEETING SALES GOALS



by **AMY ROHE**
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Summer is rolling by so fast! I can't believe Latham® Dealer Kickoff is right around the corner. We've been working behind the scenes for a couple of months, planning for great conversations and ideas to share with you for the 2020-2021 sales year.

As you are out visiting with customers and walking fields, it's a great time to reflect upon what really made an impact on last year's sales. Take time to think about what actions were impactful and effective, and plan to continue doing them. Also think about what you could do better and what you shouldn't do again. Then set up a time to meet with your RSM and talk through this with them. This leads into a great conversation around planning next year and filling out VIP worksheets.

We have taken additional steps in recent years to put more focus on the VIP worksheet because it's a very customized plan of what you and your RSM believe needs to be done to have a great sales year next year. The best VIPs list the overall goal plus highlight the top activities that need to be done and a timeline for getting the tactics executed:

Goal: What do you want to accomplish with this activity

Execution: What planning needs to be done, who needs to be involved, any follow ups

Timeline: When things need to happen

Here's one example to help you get started: You have identified that the key to your growth next year is to capture new business. The best way for your dealership to do so is by building off your existing customer base. Ask your customers for referrals. Then select a date when your RSM can ride with you while you go out and prospect. Your VIP worksheet would look something like this:

Goal: Recruit 10 new customers during the 2020-2021 sales year.

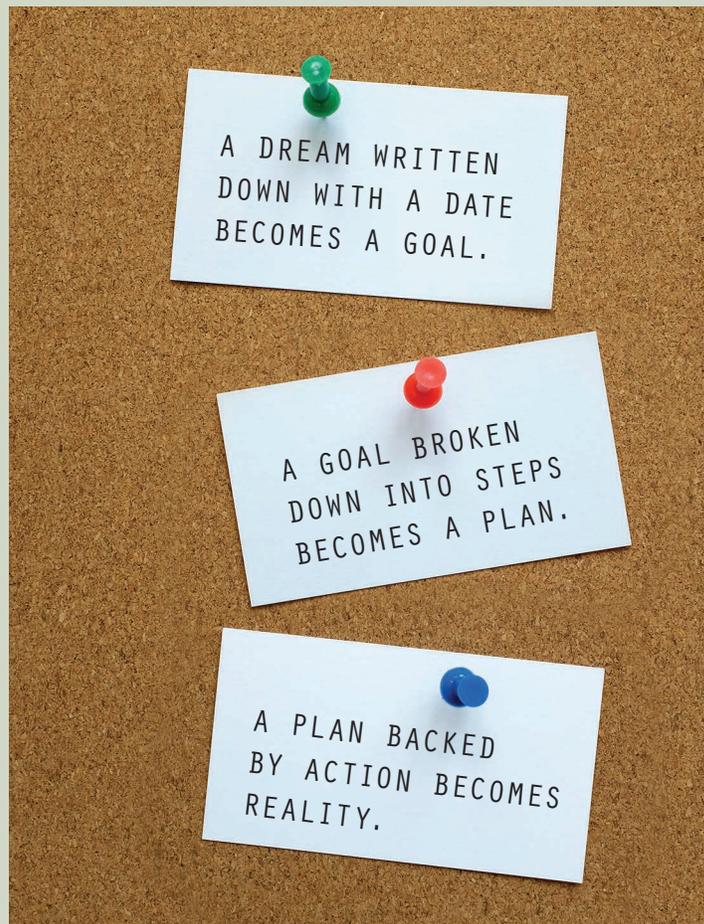
Execution: (1) Put together a list of referrals. Choose a community to target your efforts for the day. (2) Schedule a ride-and-sell with your RSM. (3) Visit prospects and leave something to remember you. (You can order leave behinds from Lathamgear.com.)

Timeline: Start the week of July 15, 2020.

Then GO! It's that simple!

The key is to capture the activities that have the most impact, and then make them happen. Oftentimes, we have great ideas and the best intentions, but time gets away. Before we know it, it's January. What separates the great seed sellers from the good ones is this plan – and execution!

If you have any questions around this or want to brainstorm ideas, I would love to meet with you. This is by far my favorite time of year, and I enjoy these types of meetings. I am putting my schedule together to meet with each of the RSMs this summer and am setting aside time to meet with their dealers. Feel free to reach out, and we can set up up a meeting. I look forward to seeing you soon. Until then,
HAPPY SELLING!



COMMITTED TO DEALER SUCCESS

Last month I introduced the two key ways we're investing for dealer success in 2021: **(1) Delivering a more consistent Latham service to farmers; and (2) Simplifying how we do business with Latham® dealers.** Then I dove into more detail on delivering that Latham experience that our loyal customers love and come back for. This month I want to talk more about how we're simplifying how we do business with you.

"Just as simple S-I-M-P-L-E as can be." – Florida Georgia Line

We jumped into 2021 planning with several simplifying goals in mind:

Do less, better.

Focus and prune our product lineups.

Clarify the objective, or the "Commander's Intent," for every sales program and policy.

Amplify the impact of each program by identifying a single focus.

Ensure each program reflects the real-life sales process that happens at our most effective dealers.



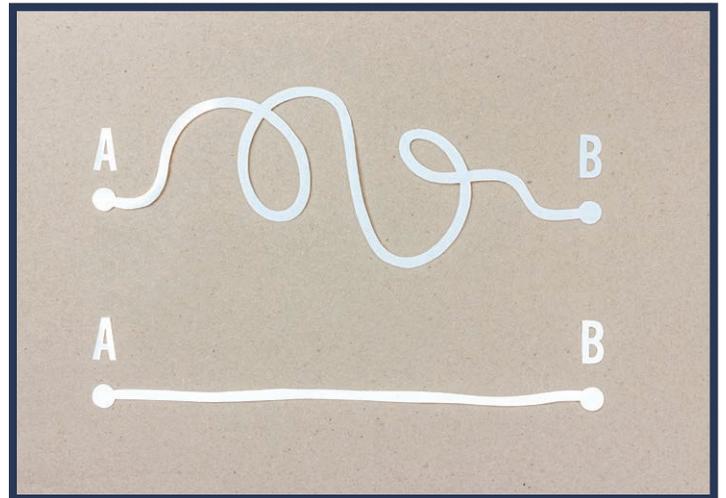
by **RYAN SCHON**
GENERAL MANAGER

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We set out to design a total package of programs that will help you grow your business. You'll see some minor changes across the board that will simplify your work, as well as some bigger changes that have helped us reduce our sales programs to a single page reference guide.

Along this journey, we worked hard so as not to diminish the importance of pricing and programs, products, or promotions. We believe farmers choose Latham Hi-Tech Seeds and you because of whom we are rather than what we sell. With our name on the bag, we still strive to put the very best into those bags. Simplifying the selling process, however, should help you focus more on the high impact, high value services that you provide to your customers that help drive their success.

We're so close now to Latham® Dealer Kickoff, and we can't wait to share the full details of our plans and listen to your feedback. As much as we're looking forward to our Virtual Kickoff event, we really can't wait for conditions to allow us to get back out and visit your dealerships. Stay safe and we'll see you soon!



SIMPLIFY

BUILD LOYALTY AND GROW BUSINESS THROUGH SERVICE



by **LAURA CUNNINGHAM**
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The first year is critical in a new relationship.

Did you know that 50% of the customers that leave Latham Hi-Tech Seeds are first-year customers? This statistic is staggering. It's also why we're putting renewed emphasis on working with Latham® dealers to build business by focusing on the customer experience and great service.

The feeling of a first-time sale is one of the best. **Research shows that to stay on this farm in the second year, the account must be nurtured as much or even more than your current customer base. Why?**

First-year Latham® customers:

- Tend to order later.
- Tend to order fewer units (29 bags of corn is the average order size from "lost" first year customers).
- Tend to try one product.

These three points are counterproductive UNLESS you take steps to increase your customer's satisfaction and help keep your dealership top of mind at buying time. So how can you do this?

Increasing customer touchpoints will help provide the level of service farmers today desire. NOTE: These touchpoints don't have to be time intensive or fancy. Here are a few ideas for small steps that can make a big difference regarding customer satisfaction:

July/August: Walk first-year customers' fields and send an email or text message, recapping



what you're seeing. Better yet, create a quick report in your Data Forward app to show location and photos of findings.

September/October: Ride a few rounds in your first-year customers' combines to get feedback on their successes and any yield-limiting factors that could be part of a crop plan strategy for the next growing season. Bring along some cab snacks in a Latham-branded bag or cooler.

November/December: Create a crop plan to precisely place products Field X Field™ and address any yield-limiting factors that you've observed through the growing season. Submit this to Latham Seeds to secure additional discounts for your dealership and your customer. The best service can be as easy as helping your customer reserve the best products at the best pricing. Another idea? Present Latham financing options to help your customer's cash flow remain flexible. This can be a valuable tool in helping extend the marketing window for their 2020 crop while securing inputs at great prices for 2021.

February/March: Create pallet organizer labels that identify which product is planned for which field. This can make planting a breeze and increase the likelihood your products get placed on the right acre.

Taking steps like those mentioned above can increase the overall Latham brand experience with first-year customers. These small steps will go a long way toward ensuring you're invited back on the farm next year – hopefully with twice the order size. The first year you do business with a farmer requires more customer touchpoints, and the Latham Team is here to help.

Tune into our Virtual Latham Dealer Kickoff to hear how we are simplifying programs to help your dealership grow!



"MADE FOR THIS" T-SHIRT AVAILABLE ONLY IN JULY

Order one online at www.lathamgear.com.

Just a reminder, your Marketing Co-op Dollars will expire on July 31!

**OVER
70
YEARS**

OF THE INDUSTRY'S
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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.



SUDOKU!

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

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