

Selling Field X Field

IN THIS ISSUE

- p1** This is a Year of Great Opportunity!
John Latham
- p2** Add Value to Your Dealership with a Simple Year-Long Plan *Amy Rohe*
- p3** Made to Win in 2021
Ryan Schon
- p4** A Plan Backed by Action Becomes a Reality
Laura Cunningham
- p5** 2020 Dealer Kickoff Recordings



AUGUST 2020

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

THIS IS A YEAR OF GREAT OPPORTUNITY!

Latham[®]
HI-TECH SEEDS



by **JOHN LATHAM**
PRESIDENT

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

There has never been more opportunity for Latham Hi-Tech Seeds and our network of independent Latham[®] seed dealers.

Due to all the uncertainty in this world, people are looking for stability. Farmers are looking for trusted seed advisors. With a 73-year history of proven performance, a portfolio of technology options and team of industry experts, you have what Upper Midwest farmers need!

Advantages of Latham Seeds:

1. Family-owned since 1947	6. Our “Dream Team” of product specialists help select Latham brand products
2. Made in the USA	7. Data Forward SM simplifies crop planning and seed placement, field by field
3. Independent technology options	8. Quality so high that “quality” is written on every bag of Latham brand soybeans
4. Products are specifically bred for Latham Country	9. 38 F.I.R.S.T. Trial wins in corn and soybeans
5. IRONCLAD TM soybeans are exclusive to us	10. Most F.I.R.S.T. Trial wins of any company in our marketing area!

As our sales manager Amy Rohe said during last month’s virtual Latham Dealer Kickoff, each of our dealers should prepare a 30-second elevator speech. This way you will be ready when someone asks what you do. **You can tout the Latham advantages!**

You were made for this.

Not only is “made for this” the theme of our recent Kickoff and of our 2021 seed product guide, it is our mantra. You were made to overcome adversity. You were created to be resilient. You look for opportunities where others see only challenges. You were made for this selling season!

ADD VALUE TO YOUR DEALERSHIP WITH A SIMPLE YEAR-LONG PLAN



by **AMY ROHE**
SALES MANAGER

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

Thank you to all who were able to attend Latham® Dealer Kickoff! What an event to pull off virtually, but we did it. You might even say, "We were made for this!"

Now it's go time with a new sales year. Some of you have already been working on the 2020-2021 sales year by walking fields of your own and with customers. If you haven't started yet, no worries. There is still time to get out there and have those great conversations!

The more time you spend in the field throughout the growing season, the more opportunity you will have this fall. Remember, the process you put into place this summer sets you up for success at harvest.

The following actions are all part of a year-long Value-Added Sales Process that will help you build customer relationships and deliver great customer service all year long:

- 1** Walk fields with your Latham RSM. Learn about each product, where to place it, how to manage it and other keys to maximizing yields.
- 2** Walk fields with customers. Use our Field X Field™ worksheet as a guide to learn more about each customer's goals, needs and wants from each field. Use the Data ForwardSM app to take pictures. Next send your customer a scouting report with pictures, notes and field boundaries. **HINT: Use all this great information throughout the sales year to remind you what you saw and what you were thinking.**
- 3** Use the information you learned while walking fields to put together a crop plan. This should be pretty easy since you put in the time to learn about product placement from your RSM and then gathered information about your customer's soil types, challenges, management practices, etc. Feel free to call your RSM or product manager to review your proposed crop plan before you present it to the customer. Input the plan into Data Forward to easily create a nice report that has field names, boundaries, product information with how many units needed by field with notes. **NOTE:** This is a customized report with the customer's name on it, which also helps deliver a great customer experience. Remember to share this with us, so you can receive incentives for your hard work.

- 4** Stay connected with customers at harvest time. Set a follow-up meeting after harvest to review the crop plan. Attend a Latham Post-Harvest Huddle meeting to gain a better understanding of what we learned this year. Then review the crop plan with each customer to finalize the plan.
- 5** You will have confirmed customer orders by January 1, which frees up time for you to prospect throughout the winter.
- 6** Continue touching base with customers in the spring as seed is delivered. Review their crop plans to ensure that things get planted in the right spot.

Following this process will enhance your customer relationships, increase sales, save you time, and allow you to deliver that "wow" experience that keeps customers coming back for more.

GOOD LUCK AND GOOD SELLING!





www.LathamSeeds.com

Date: _____

Name: _____

Field	
Total Acres	
Soil Type	
Yield Challenges	
% of Field Affected by Yield Challenges	
RM	
Weed Challenges	
Previous 3-Year Rotation	
Tillage Program	
Historic Average Yield	
Field Rank	

MADE TO WIN IN 2021



by **RYAN SCHON**
GENERAL MANAGER

515-868-6214 / ryans@lathamseeds.com

Discipline is the shortcut.

This was a major theme for our “Made for This” Latham® Dealer Kickoff in early July. Team Latham, all of you, are doing so much good work right now. You have built a lot of momentum for the Latham brand, and we wouldn’t be where we are without you!

These are tough times for agriculture. The ag economy is not the powerhouse that was just a few years ago. Without market payments, it would be even worse. Partisan lawsuits on the coasts are affecting Midwestern farmers’ ability to use herbicides and herbicide-tolerant soybean traits. Throw in a pandemic and some social instability for good measure.

It would be so easy to be pessimistic right now. Instead, farmers have rallied with prayer, perseverance, and optimism. They rolled planters across Latham Country this spring and got a good-looking crop into the ground everywhere that weather didn’t disrupt their plans.

With all this chaos happening to farmers, dealers and seed companies, what will WE do to get through this? Simon Sinek challenges us to ask the more important question, “How will we CHANGE to get through this?” The only answer to that question is to focus on what WE can control: How we show up to farmers to help them succeed. How our Latham team shows up for your dealership to help you succeed. How we have the discipline to be there for you and for farmers every day when you need us.

If you view discipline as someone else imposing a bunch of rules and requirements on you, that approach almost never works. When someone pushes you harder, you inevitably push back. What is discipline then?

DISCIPLINE TRUTHS

- Discipline is to study, learn, train, and apply a system of standards.
- The root of Discipline is Disciple = a student, a studier.
- Forced compliance only leads to defiance.
- Discipline is what you do for yourself.
- Discipline gives us control over our own success.
- Discipline is the shortcut.

DISCIPLINE MYTHS

- Discipline is all about rules and regulations.
- Discipline requires obedience and punishment.
- Discipline tries to force compliance.
- Discipline is something that someone does to you.

I shared my thoughts about the Latham Experience in my June article, and then you heard a lot more about it at Kickoff. It’s a great example of choosing discipline in your business.

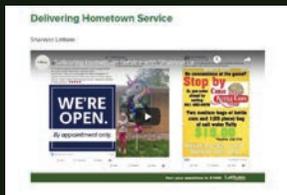
How do you study your farmer-customers? What do they need to be successful? What questions do you ask them, and when? How do you discover and focus on their biggest needs? How are you asking your RSM and the rest of your Latham support team to help you?

I challenge you to be more disciplined this year. I’ve made the same challenge to our RSMs and the rest of our Latham team. We all need to be students this year. Let’s learn together.

2020 DEALER KICKOFF RECORDINGS

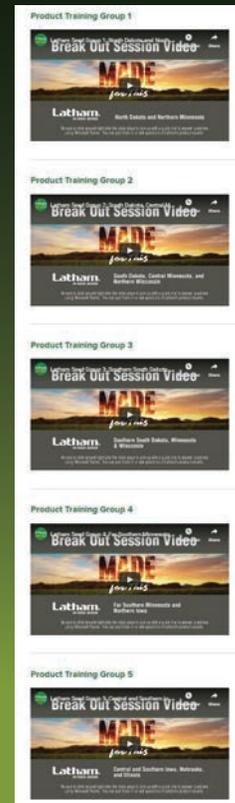
Our 2020 Latham® Dealer Kickoff has been held, but training from the event is available all year. Log on to the Dealer Center to watch Kickoff presentations.

<https://www.lathamseeds.com/dealer/2020-latham-dealer-kickoff/>



**Need help logging in?
Email Kilah Watson at kilahw@lathamseeds.com
for your username and password.**

Product Training Break Out Sessions



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

HELPING FARMERS FEED AND FUEL THE WORLD

Latham®
HI-TECH SEEDS

Selling FieldXField®

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



WORD SEARCH

Find the words related to Summer Sports in the grid to the right.

- | | |
|---------------|------------|
| ATHLETE | PLAYOFFS |
| BASEBALL | SCORE |
| BICYCLE | SCUBA |
| BOATING | SOCCER |
| CROSS COUNTRY | STADIUM |
| GOALIE | SWIMMING |
| GYMNASTICS | TENNIS |
| HALFTIME | VOLLEYBALL |



E	Z	Y	O	I	U	L	X	X	G	F	Q	E	F	F
E	L	C	Y	C	I	B	L	Y	E	D	R	T	Z	E
A	U	V	J	E	H	I	M	A	C	L	C	E	B	M
T	K	B	B	F	X	N	C	Z	B	A	K	D	D	I
H	K	W	F	M	A	S	R	G	V	E	S	W	P	T
L	S	P	P	S	I	H	O	Z	N	B	S	U	H	F
E	S	T	T	N	I	F	S	N	W	I	G	A	Q	L
T	X	I	N	G	B	S	S	W	E	R	T	R	B	A
E	C	E	K	T	T	F	C	C	I	C	K	A	J	H
S	T	A	P	A	F	S	O	O	L	M	I	B	O	U
M	L	K	D	O	C	C	U	Q	A	S	M	W	S	B
T	H	I	Y	H	E	O	N	E	O	W	C	I	E	X
Z	U	A	J	A	S	R	T	A	G	F	D	U	N	V
M	L	S	O	C	C	E	R	O	E	R	D	C	B	G
P	S	V	L	L	A	B	Y	E	L	L	O	V	L	A