

Selling Field **X** Field[®]

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DECEMBER 2020

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

Latham[®]

HI-TECH SEEDS

PUT THE “TECH” IN HI-TECH TO CONNECT WITH CUSTOMERS



by **JOHN LATHAM**
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Some say necessity is the mother of invention. I say that necessity also is the mother of adoption.

This pandemic has forced us to use technology that we wouldn't have otherwise explored. As you know, Latham[®] Dealer Kickoff was held virtually for the first time in July 2020. Team Latham overcame some challenges to create a unique and positive online experience. From the snack packs that were mailed in advance to the real-time interactions, we received positive feedback.

Based on our successful virtual Kickoff meeting, we hosted Virtual Field Days in real time. We also held virtual Post-Harvest Huddles. Latham dealers, who participated in these meetings, texted us questions about products and programs, and we provided answers in real time. We would much rather meet in person, but we are thankful that technology allows us to still interact with dealers.

You also can use videoconferencing tools like Microsoft[®] Teams or Zoom to connect with your customers. Other technologies like email, social media and texting provide you with additional customer touchpoints.

Keep in mind that our competitors are using these technology tools to connect with farmers. If you aren't using technology to stay

connected with customers, your competition has an advantage.

Effective communication requires you to meet your customers where THEY are. For some of you, it might be as easy as setting up a group text to distribute yield data. For others, you might want to host a Zoom meeting to review data with a core group of customers. Some top-selling Latham dealers are going to host small groups of customers for Post-Harvest Meetings during which they will use some of our company videos to supplement their own content. In some cases, our Product Team members might even be able to join these meetings virtually but in real time.

Many great technologies are literally at our fingertips to help grow your Latham seed business! The key to success is staying in contact with your customers and building key relationships. After all, the seed business is a relationship business.

Let's put the “tech” in Latham Hi-Tech Seeds this sales season by using innovative technologies to stay connected with farmers across the Upper Midwest. We are once again on pace to have a record-setting sales year. With your help, we can finish this calendar year strong! I know we can do it. After all, you were made for this.

WHAT'S YOUR 30- TO 60-DAY PLAN?



by **AMY ROHE**
SALES MANAGER

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"It's the most wonderful time of the year!" This is my favorite quote, and it's everywhere this time of year. There is so much excitement around the holidays, and then you add in all the activity with orders being written or confirmed.

Looking at which customers have ordered and what they have ordered will give you some direction on how to spend your time during the next 30 to 60 days. A lot of sales will happen between December 1 and January 15, so make sure you are positioned to capture it. Start by looking at these three reports:

1 Customers who have not ordered

- a. Compare who had ordered by this time last year with who has ordered this year. Make a list of those customers who have yet to order and go after them ASAP!
- b. Next look at who ordered before January 15, 2020. This will give you a good list of whom you need to make appointments to see within the next 30 days.

2 Customers who have ordered

- a. Compare to your VIP form. Did you get the order you anticipated earlier this year?
- b. Did any customers decrease their units from you? If so, why? Is there anything common among this group? If so, what is it? Is there something we can do to circle back and capture those missed units?

3 Customers who have not paid

- a. Orders that have been paid for are less likely to get returned. Early cash saves your customers money and helps limit your returns.

Finally, remember your prospect list! Review the names you put on your VIP, and then schedule days – **yes, days** – with your RSM for tag team selling. This makes for a very productive and fun day. You will be set up to finish the 1st sales season strong and start the 2nd sales season running.

The next 30 to 60 days will determine what type of year you will have. Take some time to see what opportunity remains, make a plan, and then go after it.

We are blessed to have an amazing team. Thank you for all you do every day! If you need anything, please reach out. We are off to a great start! Now let's finish strong!

GOOD LUCK AND HAPPY SELLING!



LIVE FOR TODAY



by **RYAN SCHON**
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“I can’t wait for 2019 to be over.”

“Let’s put 2019 behind us and move on to this new year of unlimited possibilities – 2020!”

Farming in 2019 was a once-in-a-lifetime challenge, for sure. The acres that never got planted were a new record by double. A late spring led into a late fall. A late fall led into winter, spring, and even summer harvests. In the moment, it truly felt like a year to forget. If we knew what was to come in 2020, would we have wished 2019 away so easily?

Now we know 2020 is no cake walk. There was more prevent plant for farmers in our northern selling area. This spring we learned about this new virus called COVID-19, which has affected all our lives in so many ways. I am watching my dad lose his mind and body to Lewy Body Dementia and Parkinson’s Disease. It is so tempting to wish away another year and hope for better in 2021.

The Lesson of 2020

I’m reading a baseball book entitled “A Year of Playing Catch.” The author, Ethan Bryan, started a year by playing catch with his daughters. After a few days, he realized he had played every day of the young new year. That inspired him to continue the streak for a whole year and then to write about the journey.

He writes this about his idol, Southwest Missouri local legend and high school baseball coach Howard Bell, who suffered from ALS:

“What I have learned living with ALS is the importance of taking each day as it comes, being happy and enjoying the moments you have, because you never know what the next day will bring. Finding ways to live to the fullest every day is crucial, for each day in and of itself is truly a gift. The hardest part of life now is not being able to do the everyday things that everyone else seemingly takes for granted. Just like baseball, living with ALS is 90 percent mental and 10 percent physical. Taking this approach has made things easier in pushing through the daily struggles and obstacles.”

That quote is years old, but its lesson is timeless. I couldn’t help but think about today. Did I take my blessings for granted, or am I cherishing 2020 and each gift of another day with my dad?

It’s also the best parenting advice I ever got – Never wish your kids out of any stage they’re in. Time will go fast enough without wishing it to go faster. But it never occurred to me to apply it to myself. What a lesson to keep from 2020. Never wish yourself out of any stage you’re in! Even tighter: **cherish today.**

Now let’s bring this life lesson right down to your seed dealership. Don’t let your hopes for better weather, better markets, different politics – or anything else – distract you from why you became a dealer. Embrace today and get out there. Take advantage of every December day. When you’re working, keep talking to farmers. Keep asking questions and learning more about their family, their farms, their dreams. Keep bringing them ideas for being more successful, however it is that they measure that. Keep challenging us to help you better.

When you’re playing, leave work behind. Play hard. Grow a family. Grow your faith. **Cherish today and never miss an opportunity to play catch.**

Cherish Today



TRADE YOUR BOOTS FOR THE BEACH IN JANUARY 2022



by **LAURA CUNNINGHAM**
MARKETING MANAGER

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Leave your Thinsulate-lined boots and gloves behind in January 2022. The only time you'll say the word "frozen" for those five days will be at one of the 19 restaurants and bars at the luxurious Secrets Wild Orchid Montego Bay, Jamaica, as well as Secrets St. James Montego Bay located adjacent. Your trip includes the amenities at both resorts!

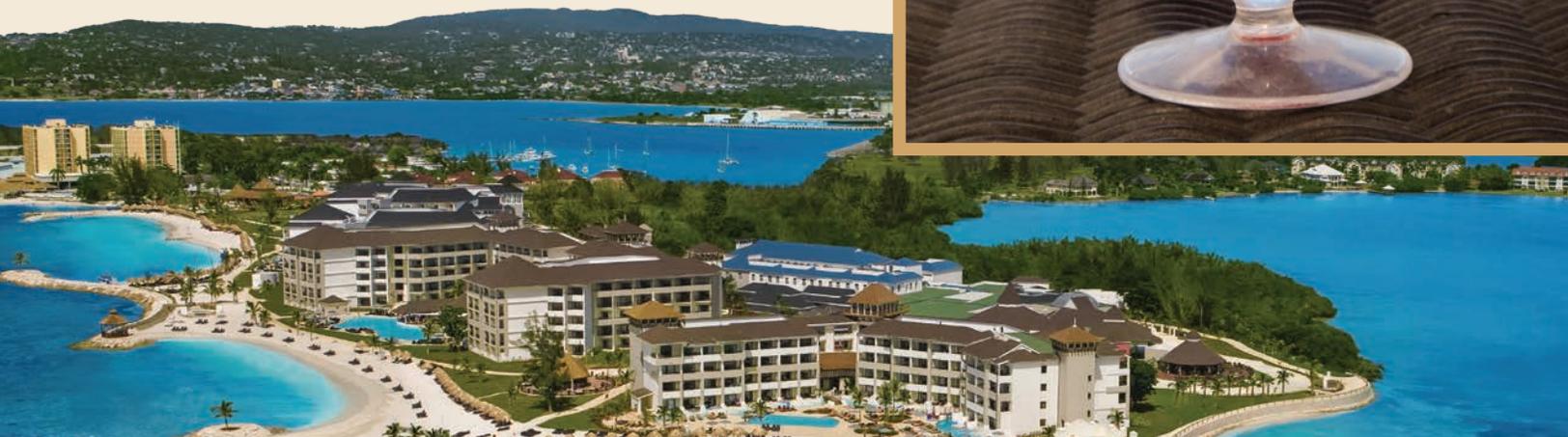
Secrets Wild Orchid boasts 350 rooms, each with a balcony and ocean view. You can fill your days with numerous leisure activities be it playing your luck in the Gaming Lounge/Casino, relaxing at the World-Class Spa, or playing a round at one of the five, 18-hole golf courses nearby.

There are seven on-site pools and 3,000 feet of adjoining pristine white sand beach at this location! Plenty of activities are included with your stay to keep you entertained on the beach or in the water, from sailboats, paddleboards and kayaks to water polo and pool volleyball. Other amenities include ping pong, basketball, volleyball, Bocce ball, yoga, aerobics, jogging trails and bicycle tours.

If you're feeling more adventurous, you can work through Latham Seeds' Hospitality Desk to book off-site excursions through Glamour Destination Management. Some great ideas include climbing Dunn's River Falls, taking a Black River Safari, rafting on the Martha Brae River, visiting Negril, riding horses, adventures on an ATV, ziplining and more. Watch for more details to come!

Boots on the ground today means toes in the sand in January 2022. Points you earn during the 2020-2021 seed sales year could earn you a trip for two next winter. Your RSM can help you plan to reach your points goals. Feel free to also reach out to Latham's Marketing Team if we can help grow your business!

NOTE: If you earned a trip to Jamaica for 2021, you automatically qualify for our 2022 trip to Jamaica. The pandemic caused us to postpone our Jamaica trip from 2021 trip to 2022. We plan to offer a trip to the Bahamas in 2023.





2020	
WINS	17
TOP 5	90
TOP 10	179

2020	
WINS	14
TOP 5	65
TOP 10	153

F.I.R.S.T. CORN RESULTS

F.I.R.S.T. SOYBEAN RESULTS

Find complete 2020 harvest results on this page:

<https://www.lathamseeds.com/products/f-i-r-s-t-trial-results/>

SEEDWARE WEBINAR



SANDIE JOHNSON
WEBINAR INSTRUCTOR
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Wednesday, December 16, 2020 7:00 AM
Thursday, December 17, 2020 8:30 AM

2020-21 SEEDWARE OVERVIEW REPORTS

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.

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WORD SEARCH

Find the words related to
Christmas in the grid to the right.

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GIFTS	PRESENTS
GREETINGS	SNOWMAN
JOY	WREATH



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