

Selling Field X Field®

IN THIS ISSUE

- p1** 2021 is Filled with Potential *John Latham*
- p2** Think Outside the Box to Fill the Pipeline
Amy Rohe
- p3** Finish Strong in 2021 *Ryan Schon*
- p4** When It Comes to Differentiation, Quality Rules
Laura Cunningham
- p5** Latham Gear Feature



JANUARY
2021

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

2021 IS FILLED WITH POTENTIAL

Happy New Year!

A new year causes us to reflect upon the past and look forward to the future. While 2020 undoubtedly had its challenges, I want to take a minute to celebrate our victories.

Latham® seeds once again performed incredibly well in the F.I.R.S.T. Trials with **31 wins including 17 wins in corn and 14 wins in soybeans in 2020!** We accomplished this despite having to pull LH 5245 VT2 PRO from the trials. Latham 5245 is my all-time favorite hybrid. This superstar had 11 F.I.R.S.T. Trial wins from 2017-2019, so I look forward to sounding the trumpet in 2021 and beyond whenever this hybrid wins!

We believe 2021 has the potential to be even better! As discussed during our Post-Harvest Huddle meetings, 2020 was a year of great variability. Plot results proved the importance of reviewing product performance from multiple locations across multiple years. **Updates to LathamSeeds.com makes downloading multi-year data even easier**, plus the yield data we presented in November is available for you to download in the Latham Dealer Center.

Another lesson learned in 2020 is the power of perseverance. When the COVID-19 pandemic prevented us from meeting in person for our annual Latham Dealer Kickoff, our team created an interactive online experience for those who participated. (Remember, these presentations are in the Dealer Center if you'd like to watch them this winter.) Because themed snacks are always an important part of



Latham®
HI-TECH SEEDS

by **JOHN LATHAM**
PRESIDENT

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

Kickoff, we got creative and shipped every dealer a “snack pack” to enjoy. We took great pride in sourcing unique products from every state in which we do business.

When the ongoing pandemic prevented you from meeting in person with farmer-customers during critical times throughout the sales season, you worked around it! You made the time to call customers. You hosted your own virtual meetings. You wrote early orders, and your efforts show! Thanks to you, our sales are once again on track to set a record.

Now it's time to finish the second half of this season strong. There is still a great deal of business for the taking. I believe you have the potential to write even more orders this spring as many of larger seed companies have restricted sales calls during the pandemic. That means some farmers have yet to be asked for their order! Other farmers are watching the markets before they determine whether to plant corn or soybeans, so a late swing to soybeans could be an opportunity for your Latham dealership.

“How you respond to the challenge in the second half will determine what you become after the game, whether you are a winner or a loser.” – Lou Holtz

I wish you and your family a happy, healthy New Year. May 2021 be your best year yet!

THINK OUTSIDE THE BOX TO FILL THE PIPELINE



by **AMY ROHE**
SALES MANAGER

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

It's been a great couple of months! Your hard work is paying off as Latham® dealers are set to have yet another record sales year. Momentum is on our side as we enter the second half of our sales season.

We break our sales season into four quarters. Our third quarter happens between January 15 and planting season. Because most of your customers and prospects have ordered and confirmed their orders by January 15, it gives you time to refill your pipeline.

Most seed sellers make cold calls during the winter months. The ongoing pandemic is causing us to rethink how we traditionally do business. Our team has brainstormed some "out of the box" ideas for your consideration:

- 1 Glove campaign.** We have success every time we run this campaign, but it requires follow up. You mail the left glove with a flyer, highlighting great products Latham brand products that fit their fields. The call to action is for you a call the prospects on your mailing list. Once you learn more about their operations and they learn more our products, they get the right glove. The key is to keep your list to 30 or so prospects, so you can properly follow up with each prospect.

- 2 Referrals.** Never underestimate the power of a referral! When confirming orders with customers, ask if they know someone you could visit with about Latham Seeds. We are in a time when people are helping neighbors even more. Even if you have tried this in the past, ask again. Once they give you a name and you capture an order, use your co-op dollars to buy that customer a sweatshirt or coat as a thank you for his/her referral.

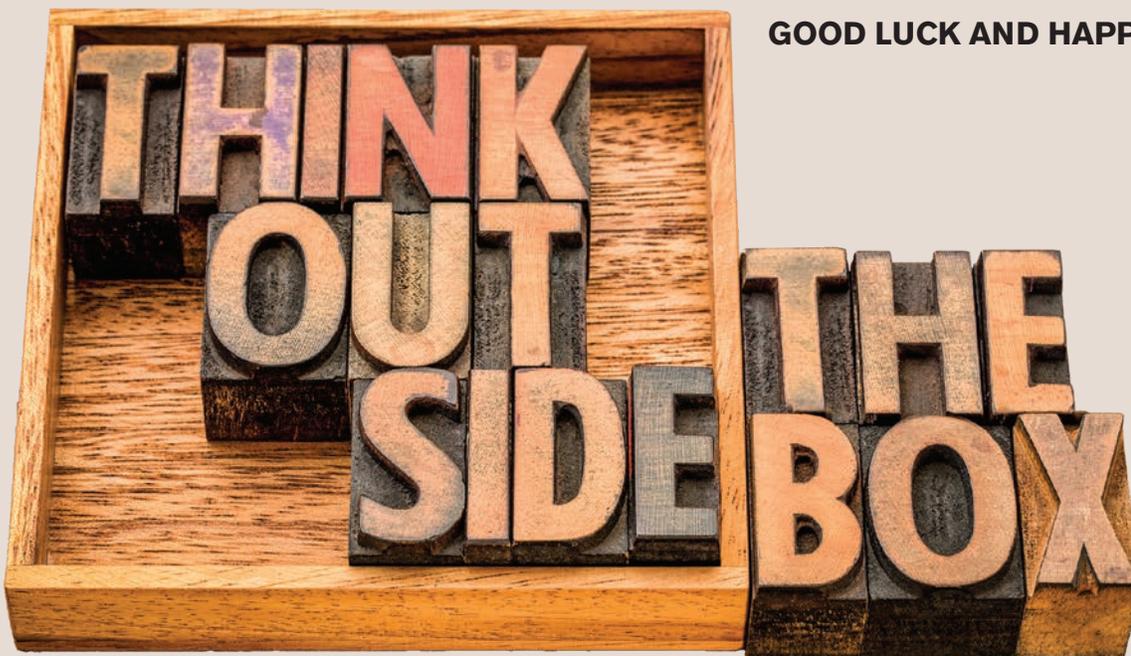
- 3 Radio.** Local radio helps with brand awareness and supports your dealership. You can easily record your contact information and we can add it to one of our radio spots.

- 4 Social Media.** The key to social media is to be present, be consistent, and be engaging. Put a plan together on what you want to share and schedule posts. Do things daily to capture attention.

All of these tactics require you to be intentional. Set goals. Schedule time to follow up because your actions create activities that creates results!

We have an entire marketing team ready to help put your ideas into actions. We are just a phone call away and would love to brainstorm with you!

GOOD LUCK AND HAPPY SELLING!



FINISH STRONG IN 2021



by **RYAN SCHON**
GENERAL MANAGER

515-868-6214 / ryans@lathamseeds.com

Some of our most vivid sports memories are the epic collapses.

In 1999, Jean Vandavelde led The Open Championship by 3 strokes on the final hole at Carnoustie. He proceeded to hit shots over water, onto the 17th hole, off the grandstand, off a rock, into a burn (a Scottish creek), and into a bunker. He finally made an eight-foot putt for a triple-bogey 7 and lost to Paul Lawrie in a three-way playoff.

In 2003, the Chicago Cubs led the Florida Marlins 3-0 in the 8th inning. The Cub were up 3 games to 2 in the NLCS and just 5 outs from the World Series. We all know what happened next. They gave up 6 runs in the 8th, lost that game, and then lost the 7th game at home. The Florida Marlins went on to complete the comeback and won the 2003 World Series.

In 2017, the Atlanta Falcons led the New England Patriots 28-3. Just 17:17 remained in Super Bowl LI. Tom Brady led New England to an all-time great comeback, and New England won 34-28. It was the first NFL playoff loss ever after leading by 17 after 3 quarters, against 133 wins.

In each case, we mostly remember the person or team that struggled down the stretch. The eventual victors believed, executed, and remained calm. Some fans cringe every time these moments resurface in video replays. For others, these moments are a testament to finishing strong.

As a group, Latham® dealers had a strong beginning to this selling season. Most of you were ahead of previous years' sales as we completed the field-by-field crop planning and early order period on November 15. Most of you remain ahead as you confirm orders for the January 15 deadline. Regardless of whether your dealership is ahead or behind your 2021 sales goals right now, the key is to finish strong.

IDEAS TO FINISH STRONG IN 2021

- Continue to find ways to talk with your customers monthly.
- Review sales history for customers who have not yet bought.
- Review your field-by-field crop plans and orders with your customers to confirm placement, seeding rates, and total seed needs.
- Look for opportunities to sell both corn and soybeans to every customer and to manage risk by selling multiple products. These actions have proven to improve customer retention.
- Talk to your customers about their seed treatment plans. Encourage your customers to not leave yield in the field by planting untreated soybeans.
- Talk to every customer about alfalfa.
- Work with your Seed Account Manager (SAM) to get your Latham seed into your warehouse.
- Talk about any new ground a customer might have acquired over the winter.
- Help your customers ensure that their equipment is ready for planting. Help your customers manage seed logistics at planting.

We appreciate the great "first half" that all of you have delivered. Now, continue to execute and finish strong!



WHEN IT COMES TO DIFFERENTIATION, QUALITY RULES



by **LAURA CUNNINGHAM**
MARKETING MANAGER

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

Quality. For nearly 74 years, this has been a word by which Latham Seeds has measured its work from product selection to service. As each bag of seed is produced, our team takes pride in a few following standard Quality Rules:

- 1** Partner with seed growers who adhere to a set of strict quality standards (some have been partners with us for four generations!)
- 2** Maintain a hands-on production process to allow for quality checks at each step.
- 3** Protect seed coat integrity by following a cold handling policy. If temperatures fall below 10 degrees, cease production.
- 4** Protect seed viability and germination following growing season challenges.

Quality in a Latham bag is also stated on the tag. As we enter what many deem as the “silly season” in the seed industry, help your customers see the differentiation in a Latham bag of quality seed. Some companies will tag at 80% germination. Most Latham soybeans will tag at 90% or higher. How can you show this value to a customer?

With the help of a few of our Latham RSMs, we’ve created this worksheet to “do the math” on the true cost of quality. Think this could be a valuable discussion with your customers? Visit the Dealer Center for an easy-to-download worksheet you can print and take with to your next sales call.

Quality Rules.

Quality. It’s a word by which we measure our work, from product selection to service. Quality in the bag is stated on the tag. Double check your tags for spring planting. Some companies are tagging at 75 or 80% germination. Most Latham® soybeans will tag at 90% or higher this year.

Examples below are figured with 126,000 viable seeds per unit.

<p>1.125 Bags of Soybeans</p>	<p>1 Bag of Soybeans</p>
Bag Cost: _____ + Seed Treatment: _____	Bag Cost: _____ + Seed Treatment: _____
Unit Cost: _____	Unit Cost: _____
X 1.25 (to equal 126K viable seeds): _____	X 1.0 (to equal 126K viable seeds): _____
X Adjusted for Population Target: _____	X Adjusted for Population Target: _____
True Cost to Maintain Top Yield: _____	True Cost to Maintain Top Yield: _____

www.LathamSeeds.com



REFRESH MICROFIBER COOLING MASK WITH TRAVEL POUCH

IN STOCK NOW UNDER FAST DELIVERY ITEMS! \$3.00

SEEDWARE WEBINAR



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

Wednesday, January 20, 2020 7:00 AM
Thursday, January 21, 2020 8:30 AM

TOPIC: 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!

**OVER
70
YEARS**

OF THE INDUSTRY'S
BEST GENETICS, HIGHEST
QUALITY PRODUCTS, AND
HOMETOWN SERVICE.

HELPING FARMERS FEED AND FUEL THE WORLD



131 180th Street
Alexander, IA 50420

CALL 1.877.GO.LATHAM

(1.877.465.2842)

641.692.3258 Office

641.692.3250 Fax

Selling FieldXField®

Published monthly for Dealers of Latham Hi-Tech Seeds, focusing on seed sales tips, trends and information from around the seed industry.



SPORTS TRIVIA

- How many straight passes did Chuck Long complete to set an NCAA record in 1984?
a. 22 b. 14 c. 10 d. 18
- What NFL Europe Team did Kurt Warner play for?
a. Rhein Fire b. Amsterdam Admirals c. London Monarchs d. Barcelona Dragons
- What team won the Big 12's first conference championship in football?
a. Oklahoma b. Colorado c. Nebraska d. Texas
- Against what team do the Cyclones play in a rivalry game called "Farmageddon"?
a. Oklahoma State b. Missouri c. Kansas State d. Oklahoma
- The Big 12 consists of the schools of the former Big 8 Conference along with 4 other schools from what other conference?
a. Atlantic Coast b. Western Athletic c. Southwest d. Big East
- Which team has the highest total of wins in the FBS?
a. Notre Dame b. Ohio State c. Alabama d. Michigan
- In what year did Notre Dame legend, Joe Montana win his first Heisman Trophy?
**a. 1979
b. 1977
c. 1978
d. None of the above**

