

Selling Field X Field®

IN THIS ISSUE

- p1** Latham Has More Genetic Sources Than Ever
John Latham
- p2** 5 Tips to Differentiate Yourself this Spring
Amy Rohe
- p3** 2022 Success Starts Now
Ryan Schon
- p4** Time to Confirm and Affirm!
Laura Cunningham
- p5** Latham® Kick Off Save the Date

MARCH 2021

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

LATHAM HAS MORE GENETIC SOURCES THAN EVER

We survived the darkest days of January and the coldest days of February. Now the countdown to spring is on! Spring is such an optimistic season because it is filled with hope and optimism. Soon our customers will be planting their next crop in hope of raising their best crop yet.

Searching for “the next best thing” motivates me to show up for work daily. My mission is to forge partnerships and to find new genetics that can bring unique products to the Latham® lineup. Thanks to the connections I have made through my involvement in the American Seed Trade Association (ASTA), Latham Hi-Tech Seeds has developed relationships with genetics companies around the world.

I am more optimistic – **more excited than ever** – about Latham Hi-Tech Seeds’ research, breeding and development programs. It has been a very successful year on the new genetics front. We currently are testing corn and soybeans in Mexico. Many



Latham®
HI-TECH SEEDS

by **JOHN LATHAM**
PRESIDENT

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of these products will be brought to Latham Country this spring for more evaluation in our replicated testing network.

Our goal is to find new and unique products that will help our customers fight disease and increase the yields on their farm. We are looking for soybean products that can earn Latham’s unique IRONCLAD™ designation, as well as corn products with tolerance to Grey Leaf

Spot, Goss’s Wilt, Northern Leaf Blight and other corn afflictions. I hope you are as excited as I am by this news!

Throughout the winter months, the Latham Team – from Research to Product and from Sales to Marketing – has been working together to set goals and to develop action plans. The result is our research, development and breeding programs will be bigger and better than ever! We look forward to sharing more details with you soon.



5 TIPS TO DIFFERENTIATE YOURSELF THIS SPRING



by **AMY ROHE**
SALES MANAGER

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The anticipation of a new crop brings excitement. You have done so much planning during the past eight months while talking with customers about their goals, problem areas to address and where to place products. Now we need customers to plant our products according to the plan!

To ensure crop plans get executed, our Regional Sales Managers share these tips:

- 1 Review crop plans with a field image.** Latham® dealers commonly review why products were chosen and where they should be planted, but have you picked up your customer and driven him or her to each field? If circumstances prevent you from meeting in person or traveling to the field, do it virtually. Using Data Forward™ or Google Images, capture a digital image of each field. Then plan a Zoom or Microsoft Teams meeting with each customer to review the crop plan, field by field. **TIP:** Ask customers if there are fields where they still need seed or whether they have acquired more acres.

- 2 Deliver seed with a pallet sticker.** Place a sticker on each pallet to remind customers where to plant each unit. This is a great reminder during the busy planting season and increases the likelihood your seed gets planted where intended. Place your seed in the front of the shed, so it doesn't get buried in the back of the pile.

- 3 Communicate with customers throughout the planting season.** Planting at the proper depth and population in fit field conditions, plus seed treatment, provides the best chance for optimal product performance and increases return on investment (ROI). Increased ROI is the reason we do crop plans! **TIP:** Set up a text group to stay connected with customers during planting. Text the group at least twice a week during planting.

- 4 Host a meeting either in small groups or virtually to share agronomy videos our team has developed.** Lyle Marcus created a great video on planting depth, and it's available in Latham's Dealer Center. Talk through the advantages of seed treatment. Have a Q & A about spraying. Address whatever topics interest your customers. Lean on your RSM or our Data Forward Team. The goal of this meeting is to help customers set up their 2021 crop for optimal performance.

- 5 Access in-season seed.** Farmers can't plant what they don't have. Make sure your customers know you have access to extra in-season seed if they need anything.

Show up differently than the competition! I have no doubt that Latham Dealers outwork the competition. The above tips will help you finish this sales season as strong as you started. We capture significant in-season sales, so keep asking for the order until the last seed is planted.

GOOD LUCK AND HAPPY SELLING!



2022 SUCCESS STARTS NOW



by **RYAN SCHON**
GENERAL MANAGER

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“When you identify things that are uncomfortable but productive and profitable, you will not see many people on that path.” – Brian Kight

I am so proud of you and our Latham sales team. Together, I believe we have the hardest working sales team in the seed business. Now I'm asking you to choose the right activities.



I'm tired of ag businesses wanting to wheel and deal for the 15 minute sale and not the 15 year sale. I want partners in the industry, not distributors and providers.

I saved this comment from a farmer whom I follow on Twitter. I read it often as a reminder of what farmers experience every spring. I understand how exhausting it must be to hear from one fleeting salesperson after another. Of course, every salesperson wants to make that sale. Who can prove that they will stick around? Who will deliver “Customer for Life” service? That’s the bar we need to set for ourselves.

What is your daily sales discipline? How many farmers are you calling on? Are you calling on the right ones? Does every sales call have a purpose? Are you converting summer service into fall sales?

Farmer Needs

In a market research study, farmers were asked what they wanted most from their seed dealer. Here were their answers:

- **In-Season Follow Up**
- **Fair Prices**
- **Locally Located**
- **Financing Options**
- **Seed Knowledge**

In addition, we know that customers need six to 12 contacts to make a sale. Most salespeople give up after two contacts. This is even true in other industries, not just seed.

Start delivering a year-round, “Customer for Life” service today. Now is the time. Call on your customers and your 2022 prospects right now. Try to get new trials on your prospects' farms for 2021. Also commit yourself to visiting their fields this summer. Ideally you would walk their fields at emergence, flowering, and pre-harvest. Walk with the customer or prospect. Take pictures and video. Get some drone footage. Plan to use that information in next fall's “Selling Field x Field” crop plan proposals. Help them get the best deal for 2022 by ordering and paying early.

Finish strong to start strong. Finish strong this spring to start strong next fall.



TIME TO CONFIRM AND AFFIRM!



by **LAURA CUNNINGHAM**
MARKETING MANAGER

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Now that we've turned the calendar to the fourth quarter of the seed-selling cycle, there is light at the end of the proverbial tunnel. The days are getting longer, and everyone in the Upper Midwest is looking forward to warmer days ahead.

During this season of excitement and anxiety, your customers need affirmation. Now is the time of year to remind them that they've partnered with the independent, family-owned company that provides the industry's highest quality seed with top germination rates and a 74-year history of stability with proven product performance.

What can you do to make first-time and long-time customer alike feel good about their Latham® seed purchases? When you deliver seed or visit the planter, make the touchpoint count! You could:

- 1 Create a customized planting report for your top customers with the Data Forward™ app.** Use the easy "print tech sheets" option to include individual product information for each variety in their portfolio.
- 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 to have 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 Stop to see key customers and prospects at planting time.** Walk the field and check seed depth. Leave behind one of our **new combination pocket knife/seed depth indicators** to highlight the importance of good seed-to-soil contact for maximum yield potential.



SAVE THE DATE!



MADE
for This

Latham® Dealer Kickoff
July 8 – 9, 2021

**Sheraton Hotel and Denny Sanford
Convention Center**
Sioux Falls, SD

SEEDWARE WEBINAR



SANDIE JOHNSON
WEBINAR INSTRUCTOR
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Wednesday, March 17, 2021, 7:00 AM
Thursday, March 18, 2021, 8:30 AM

**TOPIC: Customer Deliveries,
Widgets and Statements**

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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70
YEARS**

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

HELPING FARMERS FEED AND FUEL THE WORLD

Latham®
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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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SUDOKU!

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



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		1			9			
4	8				6			

For answers visit <https://www.memory-improvement-tips.com/printable-sudoku-puzzles-hard-2b-solutions.html>