

Selling Field **X** Field[®]

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MAY
2021

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

YOU ARE OUR PRIORITY

Latham Hi-Tech Seeds has been working diligently since 2008 to help bridge the rural-urban divide. In addition to advocating for the seed industry at the national level through the American Seed Trade Association, we have been long-time sponsors of Ag in the Classroom and the Iowa Food & Family Project. We advocate for agriculture through "The Field Position" blog. We spotlight great things farmers are doing to support their communities, and we created a program that allows Latham[®] dealers to use our marketing funds to support activities and organizations in their own communities.

However, the content being shared by large seed companies on their social media accounts is quite different than what we're posting. Perhaps it is because many of these larger companies are headquartered in large metropolitan areas and in foreign countries. Many of these companies' board members and upper management are buying into the "woke culture." It's like they're trying to outdo each other while adhering to a political narrative. It makes me sick.

Sadly, I believe these larger seed companies are creating an even greater rural vs. urban divide based largely on their political content. I don't see these companies focusing on issues that identify with their customers.

At Latham Hi-Tech Seeds, our priority is helping our dealers and farmer-customers succeed. We also want to help grow rural



Latham[®]
HI-TECH SEEDS

by **JOHN LATHAM**
PRESIDENT

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communities and support causes that are important to all of us. I'm very proud of my wife, Shannon Latham, for being elected to serve in the Iowa Legislature. Her background and experience allow her to provide a voice for agriculture, rural communities and small businesses in our state's capitol. At the same time, she remains an integral member of Latham Seeds' Executive and Marketing Teams.

Rest assured, our social media won't be about political causes. Latham Seeds remains committed to advocating for agriculture and putting farmers' needs first. Because our sales team members – including Latham dealers – live and work in rural America, we identify with our customers. Large companies may have a great deal of money and influence, but they don't have our passion and personal commitment.

Keep telling this story! Keep telling "why" you're a Latham Seeds dealer. Thanks so much for all you do. It's working. Momentum is building.

We will continue building upon this momentum all growing season long! Registration is open for Latham Dealer Kickoff in Sioux Falls, so click on the link and take advantage of Early Bird offers. I look forward to seeing you in person soon!

PLAN SUMMER VISITS



by **AMY ROHE**
SALES MANAGER

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As we finish up planting 2021, we look forward to watching seeds grow into plants. Now is the prime time to plan “growing season” visits.

Here are a few ideas that have worked well for some of our top-selling dealers:

- **June.** This is a great time to bring customers to the plot, so they can start looking at all the different Latham® hybrids and varieties. Bring up the Data ForwardSM app. Pin your location. Then take pictures and make notes of what you are seeing in the field. Show them how you can use the app to track precipitation, hail and other weather events. Ask questions, listen, and take notes on how planting went.
- **July.** This is a great time to visit one-on-one with customers and walk individual fields. Bring up their fields in the Data Forward app and show them their data. Ask questions about what they see is working and what could be improved. Write down their answers and make notes on a FieldxField™ worksheet, which you'll find in your Sell Book and online in the Dealer Center. Ask your customers what is important to them. Is weed pressure driving their decisions? Are they looking for more of a racehorse or a defensive product? You can use information gained to determine which programs

to propose, as well as to customize a crop plan that fits their fields and their management style.

- **August.** From the information you gathered while making growing season visits, develop a crop plan. Meet one-on-one with each customer to present the crop plan. Let them know this is a first draft, and take notes on their feedback. Make changes, if needed. Each customer can review the crop plan and, if needed, make changes after harvest.
- **September.** This a great time to bring everyone to the plot again. You can turn this into a customer appreciation event by providing dinner after the field tour.

Time spent with customers throughout the entire growing season is time well spent! Last summer we saw how field visits **(1)** set us apart from most of our competition; **(2)** lead to really good conversations with customers; **(3)** provide an easy transition to early orders.

We also are working to lock in dates to walk plots with Latham dealers this summer. Our objective is to provide you with product and agronomic information you can share with customers as you're walking fields with them.

Watch for more information to come! In the meantime, stay safe as the planting season comes to an end. If you are planting a plot, remember to take a picture when you are planting it. Then send your planting pic to customers with a comment that you're looking forward to walking through this plot with them.

HAPPY SELLING! WE LOOK FORWARD TO SEEING YOU IN A FIELD NEAR YOU.



REFLECTIONS ON A VIRUS, ONE YEAR LATER



by **RYAN SCHON**
GENERAL MANAGER

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Back in May 2020, I wrote about the growing uncertainty of COVID. Just as the ghosts of past, present, and future in Dickens's "A Christmas Carol" had a lesson for old Scrooge, I tried to find the lessons buried within the noise and chaos.

COVID-Past

People will make careers out of studying everything that has happened during the last 18 months. They'll analyze what people did and didn't do. They'll debate who gained and lost during those dramatic changes. Looking back at my thoughts from 2020, it only reinforces the early lessons we had from COVID. It's very interesting that it arrived just before Easter. It forced us to give up extraneous pursuits and return our lives to center. Were we just busy before that? Or were we living out our greater purpose?

COVID-Present

Sometimes it takes a crisis to make our priorities vividly clear. What were once clear family and business priorities just two months ago, have been reshuffled and given way to a new set that have lasting importance. At home, we need to do our part to help the world manage the virus. At Latham Seeds, we are working with you to keep farmers going by ensuring they have seed

where and when they need it to get this crop in the ground. We must keep our promise of feeding the world.

These were exactly my comments in 2020, and they are still true today. We must do our part to help farmers feed the world.

COVID-Future

We've learned a lot from the last year of living with COVID. Businesses and churches have innovated with food and grocery deliveries and online masses. My video calls with family have continued even though I'm seeing them in person. "Hybrid" now describes many different types of gatherings in addition to our favorite corn numbers. (John's is obviously 5245!)

With so many things happening outside our control, some things haven't changed. Latham Seeds still produces the best products at the highest quality with the best people. We work with you, our dealers, to deliver customer-for-life service that you would only expect from a family-owned seed company. If we can stay focused through the distractions and keep serving farmers, they will remember. Together, we'll continue to earn even more customers for life.

Stay healthy and stay safe this planting season.



**"Together, we'll continue to earn
even more customers for life."**

THE TIME TO DIFFERENTIATE IS NOW



by **LAURA CUNNINGHAM**
MARKETING MANAGER

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In March, I attended Latham's first-ever Crop Planning School. Precision Agronomy Advisor Phil Long hosted Latham® dealers in a power-hour session on using the Data Forward app to build sales. You can use Latham's app to "show up differently" and add value all season long!

Consider how the following steps can foster your relationship with first-year customers or help you gain additional business from existing customers:

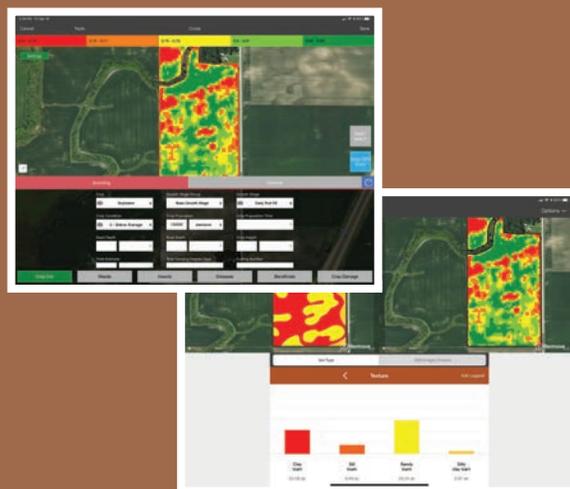
- 1 Stop at that customer's farm after planting and visit the field where he or she planted Latham products. Locate that field in the Data Forward app and save it under the new customer's name. Simply locating it in the (premium) app can give you valuable information like soil types, field health imagery and weather data throughout the season.
- 2 Post-planting is also an ideal time to take a stand count and take notes on emergence. The scouting tool within the app provides opportunity to drop pins and take photos. The great part is this information is stored under your customer's account for later discussion.
- 3 A customer's needs discovery phase continues into July, providing you with another opportunity for a service call. Bring up that same field in the app and make another scouting report. The notes section on that report can be used to observe weed, pest and pathogen pressure. You can also include some notes on any discussions for next year. Bring up the in-season imagery

map and compare what you see in the field to the changes in soil type. Add in any pertinent weather events or observations to the notes. Latham's app allows you to email a copy on the fly, OR download, print and share later.

- 4 Pre-harvest is the time to start discussing next year's crop plan. This is where the app shines because it allows you to select products and build a draft plan with a click of a few buttons. Notes saved in your customer's account from summer visits allow your discussions to be all-encompassing. Because you've captured ideas throughout the summer, you can match field challenges to personalized product solutions. Sales reps who show up for the first time after the combine aren't having these detailed conversations!
- 5 Your post-harvest conversations are focused on confirming the plan and asking for additional fields. Push print. Then add supplemental tech sheets (with a click of a button inside the app) or other materials, and your "planter book" for that customer is also done!

Recently, I worked on a primary research study about customer needs/wants and perceptions of the Latham brand. The bottom line from that research is: **Farmers want leadership and service from their seed dealer.**

Data Forward combines the tools needed to enrich your conversations and save time while differentiating your service. It's worth your time to contact your RSM or Phil Long about the Data Forward app. Start with one field and watch your sales and customer relationships grow!



Latham® Dealer Kickoff July 7 – 9, 2021

MADE for This

Where:	Sheraton Hotel and Denny Sanford Convention Center, Sioux Falls, South Dakota
When:	July 7, 2021, at 5 P.M.* to July 9, 2021, at 12 P.M.*
Who:	Dealers, spouses or guests and children are invited!
What:	Those dealers who sold 200 units of corn and/or 1,000 units of soybeans will be treated to two free nights at the Sheraton. Congratulations on your hard work!

*Schedule times are subject to change

visit **LathamSeeds.com/Events** to register!

SEEDWARE WEBINAR



SANDIE JOHNSON
WEBINAR INSTRUCTOR
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Wednesday, May 12, 2021, 7:00 AM
Thursday, May 13, 2021, 8:30 AM

TOPIC: Dealer Returns, Bean Dumps and Settlements

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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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.

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WORD SEARCH

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