

# Selling Field **X** Field<sup>®</sup>

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## AUGUST 2021

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

## MINDSET IS KEY TO SALES GROWTH

A record number of dealers attended Latham<sup>®</sup> Dealer Kickoff this year. It was exciting to see so many dealers in Sioux Falls last month! We enjoyed catching up with long-time dealers, as well as meeting so many new dealers. It also was fun to celebrate an outstanding year of sales. Thanks to all the Latham dealers who were key to this growth!

Momentum is on our side as we enter a new sales year. Our performance in the F.I.R.S.T. Trials proves we have superior products. Most of our sales programs stayed the same as last year because they worked so well. Our sales team is second to none. We have the programs, products and people to have another outstanding year! So what could hold us back from continuing our growth in 2021-2022? I've been thinking about this ever since Kickoff ended...

The biggest difference between Latham and our strongest competitors is mindset. Our big company competitors have the mindset they will get the whole farm or at least the vast majority. Top sellers expect to sell each customer more than they did the previous year.

Too often we limit ourselves by setting our expectations too low. For example, we limit ourselves by only writing an order for the same number of units a customer had. Other times, we just hope to get a pallet of soybeans and maybe 24 bags of corn from a new customer.

This soundtrack, or our thoughts about everything we do, control our actions. In his new book entitled, "Soundtracks: The Surprising Solution to Overthinking," author Jon Acuff writes that overthinking is the sneakiest form of fear. It steals time, creativity and goals. His book provides a proven plan to change overthinking from a super problem into a superpower.

# Latham<sup>®</sup>

HI-TECH SEEDS



by **JOHN LATHAM**  
PRESIDENT

1-877-465-2842 / [johnl@lathamseeds.com](mailto:johnl@lathamseeds.com)

Too often negative thoughts creep into our minds about selling seed. (Trust me. I know this because I've lived it! After all, I was a Latham Seeds district sales manager for nearly 15 years.) Ask yourself how many times these soundtracks go through your mind when thinking about a customer:

- **He has been a Pioneer guy his whole life.**
- **He's a big farmer, so he is probably getting too good of deal for me to compete.**
- **He will never buy more than a few bags from me.**

We all do it. We hear negative soundtracks when we think of certain people. Oftentimes, we talk ourselves into a negative place due to fear. This negative soundtrack becomes so loud that we don't even go see that customer.

What if we removed those negative soundtracks from our head and went into a customer meeting without any preconceived notions? What if we went into that meeting with the attitude, "I'm going to get the majority of this farmers acres?"

You certainly aren't going to get what we don't ask for! By having a positive mindset, you remove the self-doubt that often holds one back from making a bigger sale.

Let's all strive to have a more positive "Soundtrack" in our heads and make 2022 our best year yet!

## TOOLS TO CREATE CUSTOMERS FOR LIFE... YOU HAVE THE POWER!



by **AMY ROHE**  
SALES MANAGER

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

Wow! What an amazing Latham® Dealer Kickoff! It was so great seeing so many of you in person again. For those who could make it, thanks for making the trip to Sioux Falls. For those who could not make it, your RSM will walk you through the materials we covered.

Thank YOU for all your hard work, especially given the circumstances, during the 2020-2021 sales year. Despite the worldwide pandemic, you had a record sales year! We look forward to breaking more records in 2021-2022. To help you do that, this year's Kickoff sessions focused on what your farmer-customers expect from their seed dealer.

Farmers want a seed dealer who is passionate about customer service. Farmers want a seed dealer who is knowledgeable about products, especially product placement. It's especially important for you to make personalized product recommendations for each field.

One way you can easily provide personalized product recommendations for each of your customer's fields is Latham's Data Forward® program. Our Precision Ag Specialist Phil Long and I have worked closely to understand how Data Forward could help you document critical touchpoints throughout the year. The FREE app provides many cool features. Of course, the premium app provides even more.

You deliver a "WOW" customer experience through Data Forward! Meet with your customers. Really listen to them. Take notes.

Latham's Data Forward app makes it easy to develop a comprehensive report with pictures that you can upload from the field along with field notes for each customer. You can store pictures and pin where you are at in that field, so you can refer to that exact location later in the growing season. Our app organizes these details into a user-friendly report that can then be emailed or printed out and hand-delivered to your customer. In addition, this report can be saved so you can reference it when you're writing this customer's seed order for next year. How great is that? It all starts with you!

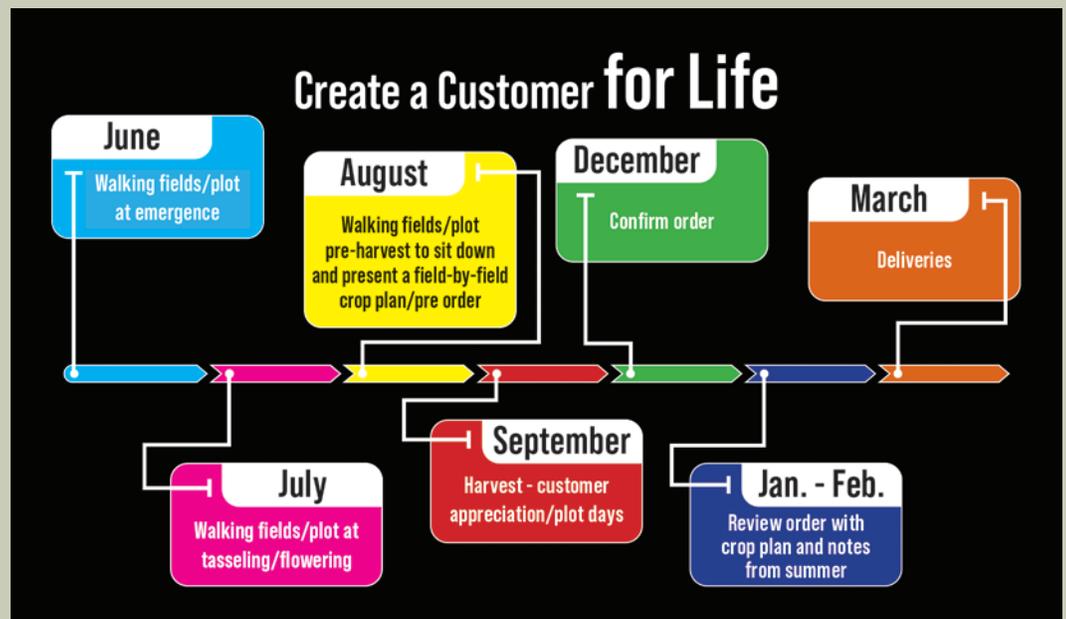
A FieldxField™ Crop Plan is one critical touchpoint you can make throughout the year. Based upon two recent surveys we conducted, our customers told us these seven touchpoints are the most critical:

- 1. August:** Walk fields and plots; draft Field X Field® crop plans; take early orders.
- 2. September:** Plot days; customer appreciation; harvest.
- 3. December:** Confirm orders.
- 4. January:** Review order with crop plan and field notes from summer.
- 5. March:** Deliveries.
- 6. June:** Walk fields and plots at emergence.
- 7. July:** Walk fields and plots at tasseling/flowering.

In this newsletter, you'll find an insert with more ideas to contact your customers in meaningful ways throughout the year. Work these touch points into your sales year. Personalize your sales calls to your customers, as well as to your dealership.

Field time matters at this time of year. I can't wait to hear about your customer visits and how you're executing touch points.

**GOOD LUCK AND HAPPY SELLING!**



# BUSINESS PLANNING



by **RYAN SCHON**  
GENERAL MANAGER

515-868-6214 / [ryans@lathamseeds.com](mailto:ryans@lathamseeds.com)

***“If you don’t know where you’re going, any road will take you there.”***

***– The Cheshire Cat, to Alice in Wonderland***

Last month we saluted the front lines, our heroes, in the “Selling FieldxField” newsletter and again at Latham® Dealer Kickoff in Sioux Falls. None of us would be successful without the front lines in the military, in healthcare, in teaching and in farming. And those front lines wouldn’t be successful without their teams-behind-the-teams. It takes all of us, working together, anticipating farmer needs, and responding quickly to keep them going. Now what’s next?

Every farmer in Latham Country deserves to receive the full Latham Experience if they want it. That starts with having a Latham dealer in their backyard. That dealer must know our great Latham products and how to place them for peak performance. Farmers also deserve that hometown, customer-for-life service that our current customers now expect.

**Taking an order and delivering the seed used to be enough. Not anymore. Farmers expect and deserve more. You can do it, and we’re committed to helping you make it happen.**

Our most successful dealers have built a year-round relationship with their customers. This is a great aspiration for any new dealer.

You can build a strong relationship with a few points of emphasis. Start with your in-season service. Walk your customers’ fields at emergence, pollination or flowering, and pre-harvest. You may do some scouting while you’re there, but most importantly, watch how Latham brand products perform in different environments. Use Latham’s Data Forward® app to take notes that will help you make the best field-by-field crop plan recommendations this fall. Your Latham support team will provide additional resources to help you get better at this all summer long.

As you roll into harvest, take what you learned over the growing season and make crop plan proposals, field-by-field. Do you know all your customers’ fields? Ask. Of course, recommend your best corn and soybean products for each field. Also use this time to start the conversation for the rest of your Latham lineup, including alfalfa.

Half of our customers also grow alfalfa, but we’re only on 23% of their acres! Are you making an alfalfa recommendation? Every bag of Latham soybeans deserves to be protected with SoyShield™ Plus and in some cases also with Saltro®. Are you initiating that discussion?

Now is ultimately the best time of year to make a complete proposal for a customer’s whole farm. You have access to a full lineup of cover crop seed that will fit any crop rotation. Is your customer taking advantage of the many local, state, and federal programs for cover crops to protect their ground year-round?

Finally, stay connected during harvest and come back afterward to firm up customer orders. Use your sales programs to get early commitments and ask for more of their farm. Use our great early cash and John Deere financing options to help customers manage their cash flow and yours. Work with your Latham SAM to manage seed deliveries and logistics.

The business of farming is so unique in that we only get one chance each year to get it right. Just one planting season and one harvest. That amounts to just 40 chances in an entire career. But even more unique, is that it takes year-round service, support, and a lifelong relationship to earn the right to get a farmer’s business.

Your Latham sales team will follow up to help you develop a business plan for 2022. How can you take this framework and make it your own? Personalize it for your own business and for your customers. We know you can do it, and we’re ready to help you make it happen.

**Let’s GOOO!**

# SURVEY SAYS: IT TAKES SEVEN



by **LAURA CUNNINGHAM**  
MARKETING MANAGER  
1-877-465-2842 / laurac@lathamseeds.com

Thanks to each of you who made the trip to join us for a fantastic three days in Sioux Falls for the 2021 Dealer Kickoff! I hope you enjoyed an opportunity to catch up with old friends and take notes on great strategies to make 2021-22 your best sales year yet.

In last month's issue, I promised to reveal some insights from our multi-year research studies that have helped us learn more about Latham's ideal customer profile. Here's an overview of what we covered during the Touchpoints Workshop at Kickoff:

**1 The majority of Latham's customers represent multi-generational businesses with at least two decision makers.**

This is important when designing experiences that build relationships. Are you including Father/Daughter, Grandpa/Son, Brother/Sister in your calls? It's not always apparent who has full-and-final say with inputs purchasing, use of the product and most importantly, input into next year's sale.

**2 Our largest competitors in order are: DeKalb/Asgrow, Pioneer, Brevant (Mycogen), Wyffels and LG.**

If these same reps are driving down your customer's driveway, what type of service are they providing? How does your service compare?

**3 We hold 18% share of wallet on customer corn acres and 39% share of wallet on soybean acres.**

Although 1 out of 2 customers raise alfalfa, we only hold 23% of those acres. It's easier to increase sales with existing customers than to convert a prospect, and Field X Field® planning can help you gain more share of wallet.

**4 Customers want field-by-field crop planning! Latham Seeds makes it convenient for you to deliver by using our trademark Field X Field crop planning form or our Data Forward app.**

Our survey shows that farmers with 2,000+ acres, who plant less than 50% of their acres to Latham AND plant

more than 50% of their farm to a national brand, rate field-by-field planning with their seed rep a 9 out of 10 in importance! It's in our best interest to place our products where they perform best.

**5 Farmers age 40 and under require 15 to 20 touchpoints per year, while farmers ages 41+ require seven to 15 touchpoints per year.** Touchpoints can vary from in-person meetings to calls or texts, but the seven touchpoints strategy is a great foundation!

SEASON	Younger Generation		Older Generation	
	Frequency of Contact	Preferred Method of Contact	Frequency of Contact	Preferred Method of Contact
PLANTING	Weekly	Phone	No Contact	Phone
GROWING	Monthly	In-Person	Monthly	In-Person
HARVESTING	Weekly	In-Person	Monthly	Phone
OFF-SEASON	Monthly	In-Person	Monthly	In-Person
<b>TOTAL</b>		<b>TOTAL</b>		
<b>15-20 Touchpoints (40&lt;)</b>		<b>7-10 Touchpoints (41&gt;)</b>		

One of my favorite parts of working with you during this workshop was listening to your ideas for providing service and value in each of your touchpoints. Many of you already do more than seven but adding some "creativity," as keynote speaker Scott McKain challenged us, is where we create distinction from the competition.

**The insert in this month's issue of "Field X Field" newsletter** includes a compilation of all the great ideas that came out of brainstorming together during the workshop. Plan for seven distinctive touchpoints, and add value to your visits with your best customers. We know they're expecting and asking for year-round service!

# DIFFERENTIATE WITH A SEVEN TOUCHPOINT PLAN

**1**

**Late-Season Visit**

**July/Aug**

**2**

**Pre-Harvest Visit**

**Aug/Sept**

**3**

**Harvest Visit**

**Sept/Oct/Nov**

**4**

**Order Booking**

**Nov/Dec**

**5**

**Order Confirmation**

**Jan/Feb**

**6**

**Delivery**

**Feb/Mar/Apr**

**7**

**Post-Emerge Visit**

**May/June**

# TOUCHPOINT IDEAS

## July/Aug

- Pull imagery maps from the Data Forward® premium map; scout trouble areas; and deliver the report to each customer.
- Share industry highlights from Latham® Dealer Kickoff, including new lineup and pipeline products.
- Catch up on the family! Ask about how their kids did at the county fair or where they enjoyed summer vacation, etc.
- Take them on a personalized crop tour and/or invite them to upcoming plot days.
- Set up rootworm traps to monitor pressures; discuss pipeline products like new SmartStax® PRO and Trecepta®.
- Evaluate disease pressures, and discuss fungicide response by hybrid according to their Field X Field® crop plan.
- Get involved in the county fair or other community events as a sponsor or volunteer.

## Aug/Sept

- Use Data Forward to inquire about specific field. Draft a Field X Field crop plan, including discounts and financing opportunities.
- Evaluate crop health, take ear counts and conduct pinch tests. Combine with notes from June/July field visits and share with the harvest schedule for the cab.
- Conduct a silage burndown event.
- Conduct an appreciation event or host a trip (personalized crop tour, fishing, ATV ride, etc).
- Deliver fall swag. (sweatshirt, gloves)
- Discuss cover crop opportunities/benefits.
- Inquire about field fire plan; deliver new fire extinguisher.

## Oct/Nov

- Deliver snack bags to the combine.
- Stop to ride a few rounds in the combine.
- Take a grain sample to the elevator.
- Pick up parts for your customer while you're in town.
- Calibrate equipment or monitors.
- Text yield updates on key products in their draft crop plan.
- Text reminders of key discount dates.

## Nov/Dec

- Share plot data and insights.
- Discuss final payment plans: Cash, short-term financing and JDF early book programs.
- Deliver winter swag.
- Work through preliminary Field X Field plan; ask for one more field/upsell.
- Ask if they're planting alfalfa.
- Invite customers to industry events/promote learning new practices.
- Confirm placement of any pre-plans/orders placed pre-harvest.
- Review any package changes, seed treatment, TALC, inoculant, availability, etc.

## Jan/Feb

- Confirm Field X Field plan, including placement.
- Review technology selections and associated herbicides.
- Double check availability and package sizes against placement.
- Inquire about any new acres or acreage changes.
- Line up seed delivery.
- Create Crop Plan reports for each field; assemble with other materials in book for cab.
- Confirm TALC and inoculant orders.

## Feb/Mar/Apr

- Create Crop Plan reports for each field; include tech sheets.
- Share Herbicide Chart X Trait.
- Plan for box/pallet returns.
- Provide Seed Depth Gauge gift with seed delivery.
- Create pallet stickers with placement information for each hybrid/field.
- Check in weekly for in-season sales opportunities. (phone)
- Send planting prep reminders about ideal conditions and timing.
- Train with precision team on how to load planter scripts, and complete with each customer.
- Remind them of "after hours" service for seed needs.
- Set up flag test to study emergence on key hybrids.

## May/June

- Finalize settlements.
- Deliver summer swag. (T-shirts, mesh caps, grilling tools, ice cream scoop, etc.)
- Create a scouting report in Data Forward.
- Scissor cut alfalfa to estimate pre-harvest quality.
- Tissue test hybrids to prepare for mid-season fertility.
- Email or text "Ask the Agronomist" topics to share information about field/seasonal challenges.
- Review early and mid-season weed control; consider trait and genetics options to address next year.

YOU ARE  
**MADE**  
*for This*

**SAVE THE DATE**



**Friday, September 10**  
**Premier Agronomy Center**  
**FIELD DAY**  
**Alexander, IA**

**OVER  
70  
YEARS**  
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BEST GENETICS, HIGHEST  
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(1.877.465.2842)

641.692.3258 Office

641.692.3250 Fax

**Selling FieldXField<sup>®</sup>**

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



## RANDOM DEFINITIONS WORD PUZZLE

In this challenging new word puzzle, you must use only the letters in the featured word to spell answers for the clues. THEN you must place your answers correctly in the diagram.

- A. a small water bird
- B. metric unit of measurement
- C. nonsense
- D. dark
- E. Russian monetary unit
- F. large white root vegetable
- G. belch
- H. say something impulsively
- I. three in one

**Note: It may appear that some answers can go in more than one spot. But you need to find a solution in which all the answers can be placed into the diagram.**

1					B			
2					L			
3					U			
4					E			
5					P			
6					R			
7					I			
8					N			
9					T			

**SOLUTION CAN BE FOUND HERE:**

<https://www.word-game-world.com/support-files/free-word-puzzle-blueprint-answers.pdf>

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