

Selling Field **X** Field[®]

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SEPTEMBER 2021

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

“PREMIER AGRONOMY CENTER LIVE” WILL BROADCAST SEPT. 10

Pivot is a word that became overused in 2020 due to the pandemic. We're once again pivoting thanks to Mother Nature. Our field day plans for Friday, Sept. 10, are being revised. You're invited to join us at 11 A.M. for another LIVE broadcast rather than an in-person event.

This growing season has brought crazy weather across Latham Country. We received a late-season frost and then moved into drought. Showers have been so scattered that crops within two miles of each other can look completely different. We had been extremely dry in North Iowa until a rain event on August 24 brought winds of 92 miles per hour to our headquarters in Alexander. Our plant, grain bins and our Premier Agronomy Center were damaged.

Latham Seeds' Precision Agronomist Phil Long has done a great deal of work creating the Premier Agronomy Center and we were looking forward to showcasing his studies. Thanks to technology, we still can! Our “Premier Agronomy Center Live” event will provide valuable agronomic content for Latham[®] dealers and customers alike. We will show you some of the new and future seed treatment products that could be a great fit on your farm or your customers' farms. We also have population, singulation, seed spacing, depth and early and late planting tests – just to name a few.

“Premier Agronomy Center Live” will showcase the newest technology including SmartStax[®] PRO and Trecepta[®] technology tests. SmartStax PRO, the latest corn rootworm technology using RNAi technology from Bayer, will be available next year. Trecepta is a new above-ground



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by **JOHN LATHAM**
PRESIDENT

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technology that combines Viptera technology from Syngenta with VT2 PRO Technology from Bayer. On the soybean side, we have all the soybean options. We will talk about just the right option for your situation. Our live event also will include product and agronomy discussions from the Latham Product Team members across Latham Country.



Photo taken July 2021

I'm excited about the opportunity to bring this information to our customers through the live, online event. We look forward to connecting with you and your customers virtually on Sept. 10. Watch your email for additional details coming soon!

FIELD VISITS TURN INTO EARLY ORDERS



by **AMY ROHE**
SALES MANAGER

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Harvest is right around the corner, and we get the opportunity to see all our hard work pay off! Early fall also is the best time to start preparing for the next year. Now is the time to compile all those great field notes, pictures taken while walking fields throughout the summer, as well as notes from conversations you had with customers into a crop plan/early order.

Our sales reports show that orders placed early and tied to a crop plan are the ones that have the best chance of getting planted. For the most part, seed that gets ordered early is less likely to get returned. Why is that?

All the time you spent in the field throughout the summer not only builds customer trust and rapport but it leads to a personalized crop plan for each of your customers. This crop plan incorporates what they want (i.e. increased yield potential) with how to overcome some of the struggles they face (i.e. weed pressure).

Farmers want their seed dealers to provide crop plans and suggestions for product placement, according to our recently conducted survey. Give them what they want! It's a win-win because your farmer-customers get the exact hybrids and varieties they need along the best discounts. Why wouldn't you place their orders before

harvest? REMEMBER: You can always tweak the order after harvest if needed.

It has been exciting to see so many Latham® dealers use the Data Forward® app to take notes during your field visits. Pictures add so much to the conversation. Plus, pictures are a huge benefit when putting together the crop plan and reviewing it with a farmer.

You can choose to do crop planning Field X Field® by using our paper form or by using Data Forward. If you're not as comfortable with using either form as you'd like, work with your RSM. After all, you don't have to put together a crop plan in front of your customer. Let your customer know you will take your notes home, review them and put together something for him/her to review next week. How important do you think this will make your customer feel?

Crop planning is one of the seven most important touchpoints you can make all year long. We even have research data to prove it! Set up your seed dealership to have your best sales year yet by starting off the new sales year with crop planning. It will be well worth your time.

GOOD LUCK AND HAPPY SELLING!

FIELD X FIELD® FORMS

Field X Field HI-TECH SEEDS
www.LathamSeeds.com

Date: _____
Name: _____

Field	
Total Acres	
Soil Type	
Yield Challenges	
% of Field Affected by Yield Challenges	
IRR	
Weed Challenges	
Previous 3-Year Rotation	
Storage Program	
Historic Average Yield	
Field Rank	

Field X Field HI-TECH SEEDS
www.LathamSeeds.com

Date: _____
Name: _____

Field				
Acres				
Field Challenges				
Product Recommendation				
Population				
Soils				

Crop Planner: _____
Cell Phase: _____

ALL EARS

“We have two ears and one mouth so that we can listen twice as much as we speak.”

– Epictetus

Listening

Being a great coach, leader, salesperson, spouse, or parent can be wrapped up in one word – influence. If we're trying to influence someone's thoughts or actions, we must first understand their thoughts. Listening creates understanding. Listening also builds trust. When we listen, we prove that our conversation is about them, not about us.

The more we listen, the more the other person listens to us. When they know how much we care, they care more about what we have to say. Listening creates influence.

Now let's put this leadership principle to work in your dealership to elevate your relationship with your customers.

Customer Needs Assessment

You already stay well connected to your customers in matters of products, agronomy, deliveries, billing and collecting. Try adding one more touchpoint for a customer needs assessment.

Invitation. Treat this meeting differently. Schedule a one-hour meeting on your customer's turf, such as an office, kitchen table, or shop. If both spouses are involved in the operations, invite both to your meeting. Let them know this will be a different kind of meeting to help you serve them better. You won't be talking about products or agronomy; there's no hidden sales pitch. Your goal is to learn where to focus to help them most.

Meeting Intro. You will ask different questions that may feel more



by **RYAN SCHON**
GENERAL MANAGER

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personal, and you understand the sensitivity of that. You will keep this information private and confidential. They don't have to answer any question if they aren't comfortable. You will take notes to reference later.

Background Questions. Start by asking who is involved in the operation. What is each person's role? Who makes which decisions? How are decisions made? Do you have other ag or non-ag businesses? Do you have any off-farm jobs?

You may already know the answers to many of these questions – or you think you do. Remember that the point is to be curious, to understand, to build trust. Practice saying, “Tell me more.”

Platinum Questions. How did you get into farming? What are your biggest challenges? How do you measure success? What's most important to you? What keeps you up at night? How do you see your operation changing over the next 5 years? 10 years? How could I help you succeed?

You know the Golden Rule, which is to treat others as you want to be treated. The Platinum Rule is to treat others as they want to be treated. Listen carefully to what's being said. What are their feelings, their point of view, their needs? For example, many farmers will quickly answer they measure success by profits. Ask them to tell you more. They may open up about family and legacy. Maybe they want their children to take over the farm. You won't hear that on a “sales call.”

Follow Up. After the call, summarize and review your notes. Take what you learned and put it into action. Continue selling seed, obviously, but also focus energy on helping your customers achieve what they truly care about.

Schedule those needs assessments. I'd love to hear what you learn!

TECH TALK GOES HIGH-TECH!



by **LAURA CUNNINGHAM**
MARKETING MANAGER

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In last month's issue, we covered the importance of touchpoints and how research shows creating at least seven interactions with each customer goes a long way in creating Customers for Life. I also shared our primary research data that showed customers want a **MINIMUM** of seven touchpoints. Our young, aggressively growing customers often require as many as 20 touchpoints from their seed seller at varying times of year. Interacting with every one of our customers 20 times per year may seem overwhelming if your customer list is growing along with your sales. We are here to help!

Each month you receive two printed newsletters from Latham Seeds. "Selling FieldxField" focuses on sales tips for our dealers. "Tech Talk," which is entirely agronomic-based, may be shared with your farmer customers. Recently, we piloted an electronic version of "Tech Talk" to make it more shareable. We're happy to report the feedback has been great!

Going forward you can expect a weekly newsletter to arrive in your e-mail inbox with timely, relevant agronomic tips and support from our product team.

How can you use this content to help you reach 20 touchpoints? **Hit the "easy button"!** Simply forward that newsletter to your customers.



Each week you can expect a video feature from Latham's Precision Agronomist Phil Long

with answers to our viewer's most burning agronomic questions. (If you have a question from a customer you would like Phil to address, please email him at PhilL@LathamSeeds.com. This is how we derive our topics each week.) We cover everything from which factors affect yield the most to how to scout for insects, pests and pathogens. In the coming months, you can also expect video coverage from plot demos and field trials featured in our all-new Premier Agronomy Center at Latham Headquarters. We'll share information ranging from ways to address high pH in soils or Sudden Death Syndrome to data from high-yielding plots.

In addition to the videos, we also feature articles from our product team members: Lyle Marcus, Mark Grundmeier and Bob Foley. If you have a customer that prefers to read things in print, links to these articles are embedded in the newsletter to make "print and share" the second "easy button" at your fingertips.

In the next few issues, we will cover a host of tools to help you implement the "Customer-for-Life" strategy with year-round customer touchpoints. You are the front lines of Latham Seeds, and our support team is ready to help you find success!



Discover timely agronomy tips and product information in this weekly Tech Talk email newsletter from Latham Hi-Tech Seeds.



#AskTheAgronomist: Mid-Season Soybean Pests

It's time to start looking between rows to see what stressors, outside of dry weather, may be impacting your soybean crop. Latham Precision Agronomist Phil Long shares how to identify and address mid-season pests such as soybean aphids, soybean gall midge and spider mites. **WATCH NOW.**



Walk Fields for a Better Bottomline

The 55 miles-per-hour drive-by is one of the most common ways farmers check on crops, but there are some things you can't see from the pickup. Here's what to look for on your next field walk. **READ MORE.**



Assessing Corn Rootworm Populations

Looking at current populations of adult rootworm beetles in your corn fields can help you identify potential problems for next year's growing season. Find tips for assessing corn rootworm. **READ MORE.**



The SoyShield Plus Saltro Difference

A side-by-side comparison of our SoyShield Plus Saltro against eight competitor entries shows an undeniable growing advantage in this southeast Iowa field. **SEE MORE.**



Mini Monster Cookies and Ice Cream

Eiger Seeds treats its customers like family by delivering homemade cookies and bars during spring planting and fall harvest seasons. The sweet treats are just one way the family shows customer appreciations. **GET THE RECIPES.**

Have a question for the Latham Hi-Tech Seeds team?
Schedule a consultation or give us a call at 1.877.465.2842.

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LATHAM PREMIER AGRONOMY CENTER **LIVE**

**A
VIRTUAL
EVENT!**

**FRIDAY
Sept. 10, 11:00 AM**

FIELD TOUR TOPICS:

- Root Development for Best Corn Yield
- Add Corn Yield at the Planter
- Corn Silage and Alfalfa: Strategies to Leave No Yield in the Field
- The Making of a Corn Hybrid
- Planting Date & Population Influence on Soybean Yield
- Run the Xtendflex or Enlist E3 Options for Herbicide Flexibility
- Tackle Seedling Disease and Yield Challenges with Genetics and Seed Treatments

SEEDWARE WEBINAR



SANDIE JOHNSON
WEBINAR INSTRUCTOR

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Wednesday, September 15, 2021 7:00 AM
Thursday, September 16, 2021 8:30 AM

2021-22 SEEDWARE OVERVIEW CUSTOMER & ORDER ENTRY

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

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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BUZZWORD!

by Ann Richmond Fisher



The shaded I and the six letters surrounding it spell **SHRIVEL**, which matches one of the clues below.

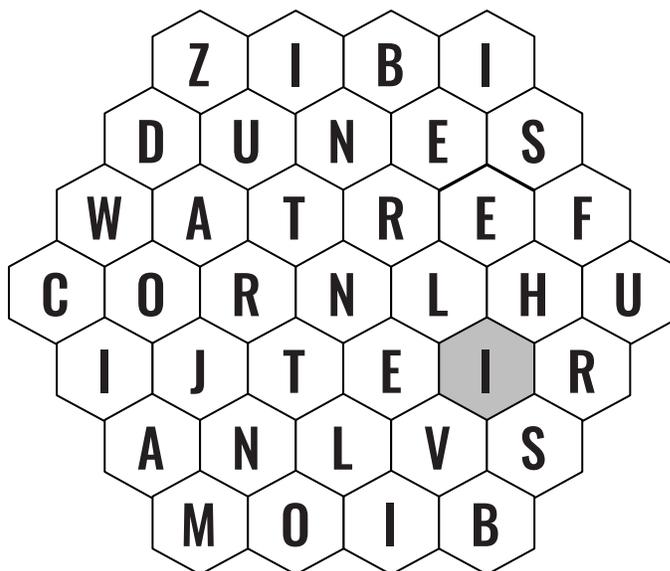
Find 7-letter words for the remaining clues.

Shade the center letter of each word.

1. shrink: SHRIVEL
2. not inward _____
3. able to be seen _____
4. showing destructive force _____
5. newspaper: *The Chicago* _____
6. She did it all by _____ (without help)
7. custodian _____

Now unscramble all 7 of the center letters to spell today's BUZZWORD.

spear used in field competitions: _ _ _ _ _



SOLUTION CAN BE FOUND HERE:

<https://www.word-game-world.com/support-files/bw19-69-20-70.pdf>