

Selling Field **X** Field[®]

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DECEMBER 2021

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

Latham[®]
HI-TECH SEEDS

LATHAM SEEDS IS CREATING MORE PROPRIETARY PRODUCTS



by **JOHN LATHAM**
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I'm really excited about the continued expansion of Latham Hi-Tech Seeds' Research and Development Program. We have more locations and more genetic options than ever before. We are creating more high-yielding products than ever from our own genetics, as well as from our partners' genetics. Our goal is to provide the highest-yielding products in the industry that fit your specific geography, regardless of where the genetics and technology originate.

Latham's breeding program continues to make strides for both corn and soybean products. We strive to develop unique products, using parents from our program or from unrelated genetic suppliers. We're also expanding access to new soybean genetics, as well as recognizing new market opportunities. We are creating more Latham[®] IRONCLAD[™] products and the next generation of F.I.R.S.T. Trial winners. In addition, we are looking at opportunities to meet future demands in the food and health markets.

Our development and screening stage trials closely mimic Latham's Elite trial groupings for relative maturity. We're using many of the same commercial checks and locations. We also are testing further outside our footprint to help us more effectively screen potential products. For example, we are researching Tar Spot in Wisconsin, Southern Rust in

Southern Illinois and Missouri, as well as temperature and heat stress in Tennessee and Mississippi.

We aggressively cull hybrids that can't keep the pace and advance the best of the pack to compete for a spot in the Latham lineup. It is exciting to see our developmental genetics produce yields that rival the elite hybrids! Many of our own developmental products won trials and overall location summaries in 2021. These products are being planted right now in our Mexico nursery, so we can build up seed quantities for our 2022 Elite Trials, where we test and profile each of them further.

Please tell your Latham regional sales manager (RSM) or a Latham Product Team member what you are looking for in new products. Our Needs Assessment Hub plays a key role in identifying the types of products our customers want as far as offensive and defensive characteristics. We believe your input is what makes the hub a differentiating factor for Latham Seeds as compared to corporate seed companies.

I hope you are just as excited about Latham's enhanced research program because it bodes well for all of us! We're pleased to be working with our dealer network to market the next generation of high-yielding Latham brand products.

3 TIPS FOR STAYING TOP OF MIND



by **AMY ROHE**
SALES MANAGER

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It's that time of year when we need to make every minute count. Farmers are in the mindset of either ordering seed or confirming their orders by the year end. They're meeting with their tax consultants to see if they should pay for inputs. Make sure you're top of mind, so you're the seed dealer they call!

What you do today directly impacts what happens tomorrow. Latham® dealers have done a great job of making field visits throughout the summer, which led to more early sales than ever. Give yourselves a pat on the back for that! You've also stayed in front of customers by sharing our social media posts and emails about top yields throughout the fall. Our yield information should help affirm these early orders and encourage additional sales.

Below are a few tips to finish this calendar year strong:

1 Revisit and confirm the orders. During Latham's Post-Harvest Huddle meetings, our Product Team shared so much good information. Use our 2021 yield results to confirm the orders you already have on the books. If there was particular hybrid or variety discussed during this meeting that you know would work perfectly on a particular farm, contact that customer! Remember, you can change orders and get the same price on additional units if the original order was placed by Nov. 15. Remember to also ask for any additional acres.

2 Review your Dealer Sales Report. This report was distributed at Post-Harvest Huddle meetings to help you capture ALL your existing customers' sales. Research shows the main reason someone doesn't order seed the following year is because he or she was not asked. Don't let any customers fall through the cracks! Your Dealer Sales Report also shows who ordered year-to-date by December 31, 2020. Use this list to contact customers who had ordered by this time last year but have yet to order for 2022 planting as most customers order about the same time each year. You also can compare current sales to what existing customers' final sales were last year. This report includes lots of great information, so review it with your RSM to implement a great 45-day plan to capture this business.

3 Review your Prospect list. Schedule a day with your RSM for a "closing blitz," and tag team the customer meetings. Review your Business Growth Plans list because getting on a farm this year will jump start sales for the following year!

Differentiate yourself from the salesperson who just shows up after harvest by providing value with each visit. Review the 45-day plan you put together for each week from Thanksgiving through the end of the year. Continue to be intentional and finish strong.

GOOD LUCK AND GOOD SELLING!

Be intentional

🔊 |In'tenʃ(ə)n(ə)l|

The ability to focus on a goal until you have what you want

ENJOY THE DANCE



by **RYAN SCHON**
GENERAL MANAGER
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Selling seed is a lot like dancing. Some people put in extra hours to make it look like they were born to dance. The same holds true for sales. Some people look like they're natural-born sellers because they've put in extra hours all year long – hours we don't see – beginning with spring forecasting through walking crops and crop planning to confirming orders.

Sold Out. These are the words no customer ever wants to hear. As a Latham® Seeds dealer, you're first reaction might be fear over losing that sale. Have no fear! Research proves that farmers rely on you to make product recommendations. By being an "order maker" rather than an "order taker," you can dance through inventory management. And in the process, you can grow sales.



Spring Forecast

A successful winter of seed sales starts in the spring. Latham's Sales Team provides input to our Product Team about which products have been performing the best over multiple years, and how much they think we should produce. Having the inventory you want to sell in the fall and winter begins with this forecast. Share your own insights with your RSM to shape their forecast. Our 2023 product lineup will mostly be decided by February 2022.

Summer Touchpoints

We continually talk about the important year-long touchpoints. Connecting with your customers during the growing season is especially important. While you're walking fields and talking with customers, assess how products are performing compared to that multiple year perspective that shaped the forecast. Think about your products in three categories: outperforming, as expected, and

underperforming. This won't change what you sell, but it will help you execute the sales strategies that dance.

Crop Planning & Early Orders

Any respectable financial advisor wouldn't recommend a strategy of investing in last year's winners. The same holds true with seed products. Don't just crop plan the outperformers and walk away from the rest. You forecasted products in all three categories precisely because we don't know next year's weather, and a multiple-year view of performance gives your customer the best odds of winning in any weather.

The easiest products to sell are the overperformers. Everybody wants some. Spread those products around your customer base, so everyone can experience them. Package them with others. This is not a selfish move to sell bad products. This strategy gives you the best chance to perform next summer and get repeat business next fall.

Remember, you chose these products in the spring because of their multi-year performance. Not just what worked in the unique conditions of 2021. When you sell that second, third and fourth Latham brand seed product, you increase your customer retention from 50 to 66 percent, and from 75 to 86 percent.

Confirming Orders

Hopefully, you've been doing the work to balance performance and inventory all year. If so, you're ready to dance! If not, there's still time. As products are selling out and you are confirming those crop plans and early orders, make adjustments to improve your odds of success for 2022.

During the months of December and January, have follow-up conversations with customers and prospects. Confirm which products are going on which fields. Talk about placement, management and seeding rates. This discussion has proven to sell more seed. Use your selling skills, not just to get the order. Now help your customer win by chasing next year's yields, not last year's.

Enjoy the dance.

10 REASONS TO DASH THROUGH THE SNOW THIS WINTER



by **LAURA CUNNINGHAM**
MARKETING MANAGER

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When the north wind is blowing stronger than 20 miles per hour and snow is threatening to fall, there aren't many people who are eager to dash out the door. Right?

Touchpoints are key to maintaining customers and fostering relationships with prospects. Our research shows that farmers want to be contacted a minimum of seven times per year. Is this enough to make you want to deliver a box of Christmas cookies or hand-deliver a pair of Latham-branded leather gloves to your top customers? What if I reminded you that December is a key month for confirming orders? After all, 90% of seed sales are made before the year's end. What if I told you that right now your competitors are knocking on the door of your favorite customers and your brightest prospects?

If that's still not enough, then imagine this... The sun is shining as you relax on a white sand beach with a tropical drink in your hand.

This dream could become a reality for Latham® dealers, who qualify for our sales incentive trip to the Bahamas. With Covid scheduling challenges, we have yet to make our site visit or sign contracts with the hotel and airline. We will provide additional details after that visit is complete in January.

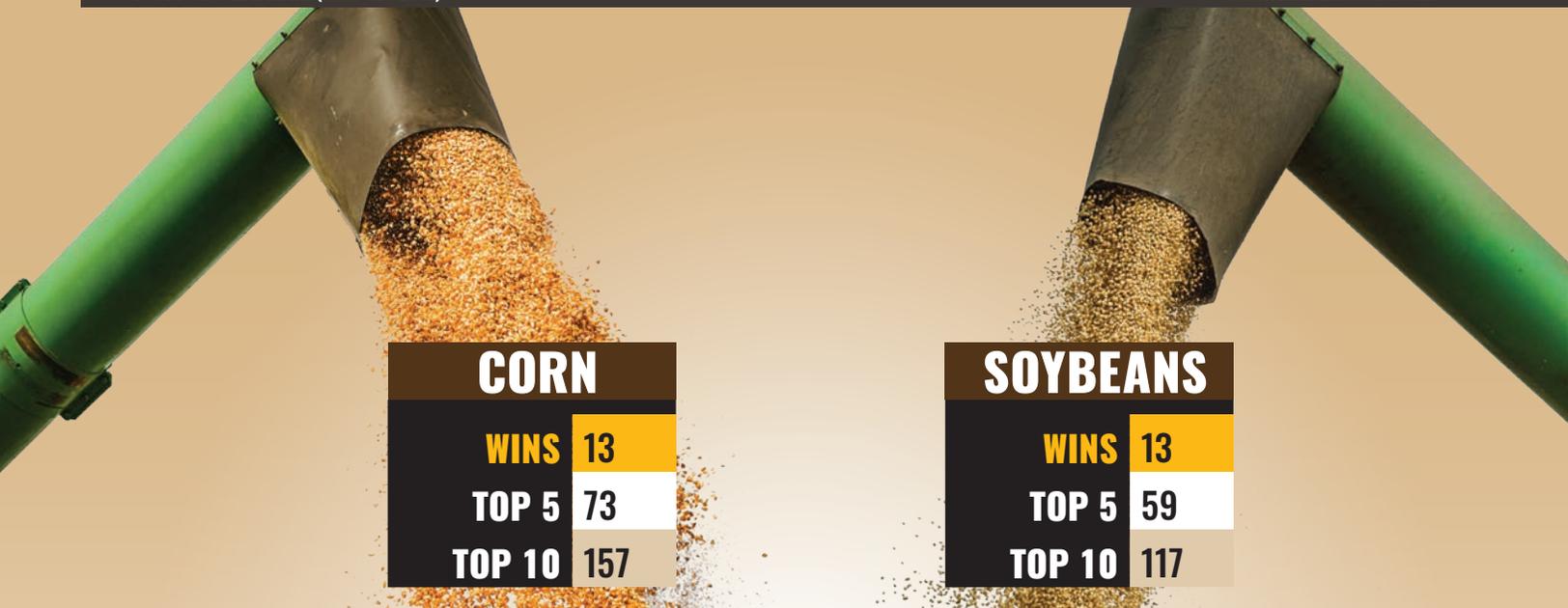
Here are 10 BIG reasons why donning winter boots now is worth earning a trip to the Bahamas in 2022:

- 1** The Bahamas is home to some of the world's most beautiful white sand beaches.
- 2** There are more than 700 islands just waiting to be explored!

- 3** This tropical paradise is known for Bahama Mama cocktails made with rum, coconut rum, grenadine, orange juice and pineapple juice.
- 4** Take your taste buds on an adventure by trying everything from conch salad or baked crab and rock lobster to fried fish.
- 5** There are many beautiful spots for both snorkelers and scuba divers.
- 6** The Biminis has a reputation for the best sport fishing in the world, thanks in part to Ernest Hemingway.
- 7** Search for pirate treasure. Blackbeard's Tower is believed to have been used by Blackbeard himself as a lookout point in the 1700s.
- 8** The Bahamas is one of the best places in the world to cave dive.
- 9** Explore historic lighthouses.
- 10** Visit pink sand beaches.

While out-of-town friends and family are top of mind this holiday season, think of someone who might enjoy becoming a Latham Seeds dealer because you it could help you earn your way to the Bahamas. If you give a Latham RSM a dealer prospect and that prospect gets hired as a dealer, you qualify for a minimum status order. This means you, the referring Latham dealer, gets 1,000 Bonus Points toward earning a trip for two to the Bahamas in 2022!





CORN	
WINS	13
TOP 5	73
TOP 10	157

SOYBEANS	
WINS	13
TOP 5	59
TOP 10	117

2021 F.I.R.S.T. TRIAL PERFORMANCE

Find complete 2021 harvest results on this page:
<https://www.lathamseeds.com/performance/>

SEEDWARE TRAINING



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 SEEDWARE TRAINER
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Wednesday, December 15, 2021 7:00 AM
 Thursday, December 16, 2021 8:30 AM

2021-22 SEEDWARE OVERVIEW: REPORTS

TO PARTICIPATE:

1. You will receive an email with SeedWare training dates to attend. Register for the training by responding to the email or by calling Sandie.
2. Once registered, you will receive an email where you can respond by "accepting the invitation."
3. In the confirmation email, there will be a link in the body of the email to "Click here to join the meeting."
4. When the day/time comes for the training, simply check "Click here to join the meeting" in the email and it will take you to the meeting.
5. Watch, listen and learn!



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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CHRISTMAS WORD SCRAMBLE

Unscramble the letters to find the Christmas-related words below.

WORD LIST

CHIMNEY	RUDOLPH
DECEMBER	STOCKINGS
DECORATIONS	TIDINGS
MISTLETOE	TRADITION
MITTENS	VACATION
PUDDING	WORKSHOP

DGUDNPI	_____
STEMNTI	_____
OTNIIRDAT	_____
PHWOKROS	_____
TLIEETMSO	_____
BDCEEREM	_____
OERONDATSIC	_____
NMIHCYE	_____
DURHPOL	_____
IISTDGN	_____
ISGCSTKON	_____
AIOCTANV	_____

