

Selling FieldXField®

IN THIS ISSUE

- p1** "Family" Is More Than a Marketing Campaign
John Latham
- p2** 5 Tips to Make Sales in Late Winter *Amy Rohe*
- p3** Open the Door to Lifelong Learning
Ryan Schon
- p4** "TECHtalk" E-newsletter Delivers Weekly to Farmers *Laura Cunningham*
- p5** 2023 Incentive Trip Moves to Key West

FEBRUARY
2022

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION



Latham
HI-TECH SEEDS



by JOHN LATHAM
PRESIDENT

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

"FAMILY" IS MORE THAN A MARKETING CAMPAIGN

There are so many marketing claims being made by seed companies today that it is difficult for farmers to know who and what to believe. Recently, the authenticity of our status as a family-owned company was questioned!

"Family-owned" is more than a catching marketing campaign at Latham Seeds. Our company is family-owned, and as owners, we're very much involved in the day-to-day operations. My wife, Shannon, serves on our Exec Team and guides our company's marketing efforts. She also is the voice talent for our company's radio spots. My brother, Chris, is our CFO.

Chris and I literally grew up in the house next to our company's headquarters. We couldn't wait to get home from school to see what Dad and Grandpa Latham were doing. Time spent at Latham Seeds during our formative years guided our careers. After graduating from Iowa State University, I spent two years working as a production agronomist for Pioneer. In 1994, I started as a district sales manager for Latham Seed Co.

I'm proud to be a third-generation seedsman. In 2009, I became president of Latham Seeds and moved into my dad's office. Some of his files remain in the desk drawers, so I am reminded daily of his time as president. There are many other reminders of those who have gone before

us. In fact, our office building was originally my grandparent's farmhouse. Shannon's office is the former kitchen, so she likes to say she cooks up new marketing ideas there.

Both of our kids have spent summers working at Latham Seeds. When our son, Ian, was in high school, he washed hard boxes. Now he's a sophomore at Iowa State, majoring in Ag Studies with minors in Agronomy and Business. During the summer of 2021, Ian completed a sales internship at Latham Seeds and helped Bryan Rohe recruit new dealers. Our daughter, Elle, is in her second year at Ellsworth Community College where she is studying Equine Science. She has worked the past two summers printing stickers for Latham field signs.

We always say that if we do our jobs right, we will have created a viable business for the fourth generation. Chris and his wife, Ann, have three kids: Will, 15; Courtney, 13; and Morgan, 10.

"Family-owned and family run" differentiates Latham Seeds from multi-national corporations. We invite you to come experience it for yourself! Talk to your Latham RSM about taking one of our monthly tours. Latham Seeds will celebrate its 75th year of business in 2022, so there will be opportunities for you and your customers to visit our headquarters on our Iowa Century Farm. We're also eager to implement 2022 plans for Latham's Premier Agronomy Center.

5 TIPS TO MAKE SALES IN LATE WINTER

Calendar year 2022 is off to a strong start! The time you spent walking fields and taking crop notes throughout the summer, riding in combines during the fall and then confirming orders in early winter shows in our sales numbers. **Thanks to your efforts, we've reached a new record for Latham® corn sales year-to-date.** And there are opportunities to capture more sales before planting begins!

One reason Latham Hi-Tech Seeds continues to grow while other seed companies are losing sales is because our Sales Team – from our local dealers to our regional sales managers – doesn't stop selling until the last seed has been planted in the spring.

At Latham Seeds, we have learned that what gets measured, improves. Here are five key metrics that we track to help you improve your sales:

- 1** **Customers who haven't yet ordered.** Review your customer list on a regular basis. It is always harder to sell again to a customer who has left for a year. Take the time to learn why he or she hasn't ordered. Time and again, our research shows the main reason why someone doesn't order is simply because he or she wasn't asked.
- 2** **Customers who are down.** Revisit this list of customers who ordered fewer seed units this year than last year. Ask why. Did they lose farmland? If so, make sure they call you first if they pick up acres before planting.
- 3** **Customers who are down down.** Why track customers whose orders have ordered fewer units for two consecutive seasons? It is a BIG sign that something is wrong! Take the time to learn why these customer sales are trending the wrong way.



by **AMY ROHE**

SALES MANAGER

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

4 **Customers who only ordered one crop.** This is a HUGE opportunity to capture additional sales! These customers already trust you and are familiar with the Latham brand. Remember to ask for the alfalfa sale. About 50% of our customer base plants alfalfa, however, only about 25% of our customers buy alfalfa from Latham Seeds. The reason why is – once again – because no one representing Latham asked them for the order.

5 **Customers who are up.** This is my favorite group! Review this list and look for commonalities: How are you treating this group differently? For example, do you forward *TECHtalk* to them weekly via email? Do you text them regular crop updates during the growing season? Are these customers of similar age? Do they have similar management styles? Are they purchasing similar products? How can you carry that momentum from “up customers” to your other customer groups? This is also the group to ask for a referral or two. Remember to thank them for their business and/or their referral by ordering something from lathamgear.com and personally delivering it. Appreciation gifts don't have to be lavish; small but thoughtful items often have the biggest impact.

Your RSM has access to all the reports listed above, and he or she will soon meet with you to review them. We look at real time data, so we can react quickly. Take time to review the reports, glean information, and implement a game plan for the next 30 and 60 days. Combine working these reports with working your prospect list, and you will finish this sales year strong.

GOOD LUCK AND HAPPY SELLING!



OPEN THE DOOR TO LIFELONG LEARNING

As we flip the calendar to February, I will celebrate my third anniversary of joining Latham Hi-Tech Seeds. These first three years were not for the faint of heart: widespread prevent plant, major regulatory obstacles for new technologies, a volatile ag economy, and then throw in a global pandemic for good measure. At the same time, I am so proud of our Latham Team for staying the course and helping farmers successfully continue to build their legacies. That Latham Team includes our employees, sure, but it also includes all of you. Together we continue to deliver for our customers.

We accomplished a lot in 2021, but we are always striving to get better. There is no greater bargain than a book, and the opportunity to learn a new idea or concept from some of the most brilliant people on the planet for about \$15. What a steal!

Here are highlights from my 2021 year of reading and my key takeaways:

- **The Energy Bus** by Jon Gordon

A classic parable for living your life and leading others with positive energy

- **The Motive** by Patrick Lencioni

A leadership challenge from one of my favorite authors for checking your motives

- **No Time Like the Future** by Michael J Fox

An autobiography from my childhood hero, Alex P. Keaton, who's living with Parkinson's



by **RYAN SCHON**

GENERAL MANAGER

515-868-6214 / ryans@lathamseeds.com

- **Free to Focus** by Michael Hyatt

An interesting mix of managing your calendar

- **Grateful American** by Gary Sinise

An autobiography from actor Lt. Dan and his patriotic journey from self to service

- **Can't Hurt Me** by David Goggins

"Explicit lyrics" but an amazing story of grit and discipline by the greatest athlete ever

- **The Boys in the Boat** by Daniel James Brown

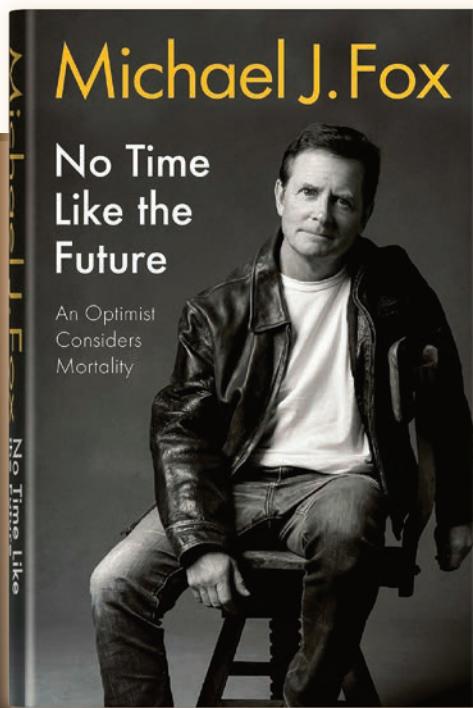
The story of the 1936 U.S. Olympic rowing team and the epitome of teamwork

- **Crucial Conversations** by Patterson, Grenny, McMillan and Switzler

My game-changer of 2021 will change the way I communicate with everyone

In case you missed them, these are some of my favorites from 2019 and 2020: *Dichotomy of Leadership*, *The Five Dysfunctions of a Team*, *Death by Meeting*, *This is Marketing*, *Legacy*, *Chop Wood Carry Water*, *Pound the Stone*, *Nudge*, *Hope Unseen*, *Atomic Habits*, *Algorithms to Live By*, *Factfulness*, *Lost Connections*, and *A Year of Playing Catch*.

What great book did you read or listen to this year?



“TECHtalk” E-NEWSLETTER DELIVERS WEEKLY TO FARMERS



by LAURA CUNNINGHAM

MARKETING MANAGER

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

During the past six months, we've been piloting a change with our “TECHtalk” newsletter. Our primary objective is to provide you, our valued Latham® dealers, with tools and topics to build relationships with your customers by engaging in meaningful conversations.

“TECHtalk” has moved from a monthly printed publication to a weekly digital e-newsletter format. This change allows us to be more responsive to questions that arise throughout the growing season. It also allows us to address situations in a timely manner like a particular insect outbreak, weed management strategy or weather event.

The weekly e-newsletter format allows us to release new updates from our product team in smaller bites. Each week you can expect three topics:

1 Video feature from Latham's Precision Agronomist Phil Long with answers to our viewer's most burning agronomic questions. We cover everything from which factors affect yield the most to how to scout for insects, pests and pathogens.

2 One feature article per week from one of our product team members: Lyle Marcus, Matt Moore, Corey Catt or Bob Foley. Latham's Product Team is committed to being your liaison to new research, industry news, technologies, agronomic tips, and practices to help customers receive the full benefit of their Latham brand products.

3 Each Friday we feature a farm family from across Latham Country. It's a great way to get to know our customers and to recognize them for the great work they do supporting local communities. And we share good eats! Every Friday feature includes a favorite recipe, which we share at the close of each newsletter.

If you haven't yet seen one of these newsletters, make sure you check settings on your email. Whenever a distribution tool is used, email systems can flag them as suspicious. Visit your junkmail folder and look for a message from Agronomy@LathamSeeds.com. Mark the messages as safe to help your email host deliver those to the proper place in your inbox each week. Still don't see it? Subscribe to the e-newsletter by visiting LathamSeeds.com/TechTalk.

Our next step is to move from pilot to full execution by adding farmer customers to the distribution list. This is where we need your help! If you believe your customers would find value in a direct connection with their seed supplier, subscribe them to the newsletter.

As you know, primary research proves that creating at least seven interactions with each customer helps create Customers for Life. Here's one easy way to increase your customer's Latham touchpoints, and keep your brand top of mind each month!

1

ASK THE AGRONOMIST
Where Did the Yield Come From?
2021 Roundup Part 2 Corn

2

It's More Cost-Effective to Plant Alfalfa in 2022

Planting alfalfa in 2022 has many benefits for your overall operation. Corey Catt, Forage Product Manager, unpacks alfalfa's nitrogen credit potential and how Latham's proprietary product AlfaShield can give you the extra edge. [Learn more](#).

3

Latham Seeds Continues to Grow

Latham Seeds welcomes Kate Van Manen as Digital Marketing Strategist. Kate has marketing experience in the seed industry and farms with her husband in Central Iowa. Today she shares her favorite **Dutch treat** that is easy in a pinch!

[Learn more](#) about Kate and the role she'll play as we continue to expand our Latham Team.

2023 INCENTIVE TRIP MOVES TO KEY WEST

Get ready to head south in 2023 where the sunset is celebrated each evening and the daytime hours are spent with toes in the water.

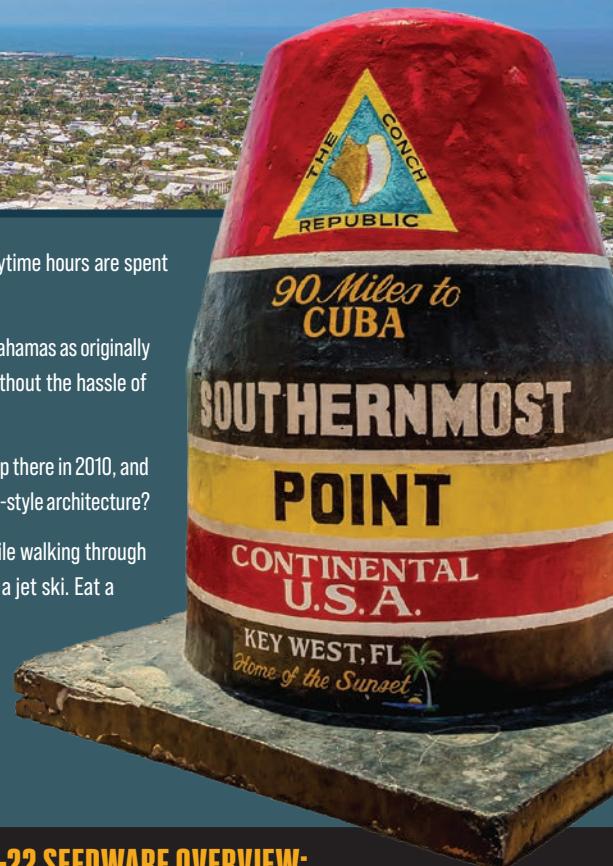
Due to the ongoing worldwide pandemic, we will stay stateside rather than traveling to the Bahamas as originally planned for 2023. We want to ensure you're able to relax and enjoy a tropical getaway without the hassle of unpredictable Covid-19 protocols.

Join us in Key West, the southernmost point in the United States. Latham Seeds hosted a trip there in 2010, and our group enjoyed it immensely. What's not to love about the laid-back lifestyle and the conch-style architecture?

Visit historic sites like Hemingway's House where six-toed cats live. Step back in time while walking through Truman's Little White House. Try your hand at deep sea fishing or explore the ocean on a jet ski. Eat a Cheeseburger in Paradise, and enjoy a slice of pie at Kermit's Key Lime Shoppe.

Key West's nightlife is legendary. Sloppy Joe's bar, one of Hemingway's favorites, opened in 1851. The Green Parrot started in 1890. Captain Tony's, Florida's oldest bar, is where Jimmy Buffet got his start.

Stay tuned as we make plans for next year's getaway!



SEEDWARE TRAINING



SANDIE JOHNSON

SEEDWARE TRAINER

641-692-0333 / sandiej@lathamseeds.com

**Wednesday, February 16, 2022 7:00 AM
Thursday, February 17, 2022 8:30 AM**

2021-22 SEEDWARE OVERVIEW: CUSTOMER DELIVERIES, WIDGETS AND STATEMENTS

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.

131180th Street
Alexander, IA 50420

CALL 1.877.GO.LATHAM

(1.877.465.2842)

641.692.3258 Office

641.692.3250 Fax





SUDOKU!

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

					7			9	1
					3	4	5		
	9	3				8			
						2			3
7	5	1	6	9	3	8	2	4	
4			8						
			3				1	8	
		5	4	8					
9	1				2				

© 2022 Memory-Improvement-Tips.com

For answers visit <https://www.memory-improvement-tips.com/printable-sudoku-puzzles-hard-4b-solutions.html>