

2018 Grower Centric Sales Development

Grower Centric Sales Development is a program that has proven to be an excellent resource for assisting sales people in acquiring the skills they need to influence the growers of tomorrows.

PURPOSE:

- Create a repeatable and coachable sales process for sales professionals
- Develop the professional skills needed to call on the growers of tomorrow
- Provide forum for participants to establish a peer network with other owners

LEARNING OBJECTIVES:

- Establish a foundational sales process for sales professionals
- Enhance the most critical part of the sales process; questioning skills & overcoming objections
- Apply sales process and questioning skills to a specific sales initiative
- Learn how to effectively manage time for maximum performance

TARGET AUDIENCE:

- All salespeople who need basic sales process training, a refresher on fundamental sales/communication, or relationship building skills
- New hires that need to “catch up” with other sales people who have already been through basic sales process training

SESSION 1 AT HILTON GARDEN INN – AMES, IA – JULY 18-20, 2018

DAY 1 (1:00PM – 10:00PM) July 18th, 2018

- **Introductions and Welcome**
- **Understanding Yourself and Others** (Sales focus DiSC)
 - Appreciate the diversity of the customers’ needs and motivations
 - Understand the need to adapt your sales strategy to meet the needs of the customer
 - Read the styles and buying needs of the customer
 - Create natural and influential relationships with the customer
- **Dinner and group bowling/games activity**

DAY 2 (8:00AM – 8:00PM) July 19th, 2018

- **Initiate Grower Centric Sales Development Course**
- **Approach**
 - Recognize the persistence required to create access to a customer so that a sales discussion can take place
 - Understanding the importance of making a great first impression
 - Identify strategies/tactics for each of the five points of a successful approach
- **Interview**
 - Understand the value of planning for the interview
 - Define three different types of customer information that should be retrieved
 - Recognize the difference between a push vs. pull approach
 - Identify strategies/tactics of each of the three points of a successful customer interview
- **Solution**
 - Understanding the importance of creating a high touch relationship
 - Understand how to: make recommendations, present benefits, and manage objections
- **Group Dinner and Activities**

DAY 3 (8:00AM – 1:00PM) July 20th, 2018

- **Complete Grower Centric Sales Development course**
- **Take Action**
 - Recognize the blend of precision and enthusiasm to be used when advancing a sales discussion with a customer
 - Identify strategies/tactics for each of the five points of take action; take “timing” into account, ask for the business, ask for referrals, formalize next steps, show appreciation
- **Assign homework for next session**
 - Choose 2-3 customers you will target and practice skills with and present results to the group during the beginning of second session.
 - Meet with sales manager to talk about greatest topic opportunities (Plant Health, Weed Resistance, and Nutrient Management) and product focus to be presented to the group at beginning of second session.

SESSION 2 AT GATEWAY HOTEL AND CONFERENCE CENTER - AMES, IA – AUGUST 14-15, 2018

DAY 1 (1:00PM – 8:00PM) August 14th, 2018

- **Homework presentations**
 - Present to group best grower meeting & worst grower meeting as skill practice from session 1
 - Present to group outcome of discussions with sales manager around topic opportunities and product focus
- **Grower Centric Application Session** – Participants will build their specific Grower Centric process based on the experiences with their growers and their specific discussions with their managers.
- **Group dinner and group activity at hotel**

DAY 2 (8:00AM – 1:00PM) August 15th, 2018

- **Grower Centric Application** course continued from previous day.
- **Grower Centric Olympics** is an opportunity to practice participant’s individual process with specific feedback from the group.

RECOMMENDED NUMBER OF PARTICIPANTS:

Minimum of 16; Maximum of 24

COST PER PARTICIPANT:

\$1,475.00* total (includes training, materials, and meals for both sessions)

**Sleeping hotel room paid separately by participant and is not part of the stated fee.*

REGISTRATION LINK:

Click here to register for Grower Centric: [Register now!](#)