

Alpha Listing - Volume 5, Modules 1 – 12; Volume 6, Modules 1 - 3

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| <p style="text-align: center;"><i>The Sales Profession</i> (Volume 5, Module 1)</p> <ul style="list-style-type: none"> ▪ Segment 1: How do most people view of the sales profession? (#5011) <ul style="list-style-type: none"> A. Traditional views of selling. B. How is agri-selling different? C. Selling is about helping people succeed. ▪ Segment 2: Will the Internet ever replace the need for agri-salespeople? (#5012) <ul style="list-style-type: none"> A. What role will the Internet play in the future? B. What do salespeople provide that the web cannot? C. What are the implications for agri-salespeople? ▪ Segment 3: Rewards of a Selling Career. (#5013) <ul style="list-style-type: none"> A. Personal and professional rewards. B. Making a difference in the lives of others. C. Best of all – the people we work with. | <p style="text-align: center;"><i>Selling With a Strategy</i> (Volume 5, Module 4)</p> <ul style="list-style-type: none"> ▪ Segment 1: Becoming more strategic in our selling activities. (#5041) <ul style="list-style-type: none"> A. The difference between marketing and selling. B. Strategic selling. C. Tactical selling. D. Which are sales people better at: strategy or tactics? E. Sell with a strategy: We can no longer just ‘wing-it.’ ▪ Segment 2: The Field Marketing concept. (#5042) <ul style="list-style-type: none"> A. <u>Segment</u> your market. <ul style="list-style-type: none"> ▫ Examples of market segments we deal with. ▫ Determine the situation for each segment. ▫ Characteristics of the large farm operator. B. <u>Focus</u> on product and service bundles that address each segment’s needs. C. <u>Target</u> key accounts for market development activity. D. Put it all together: <i>Segment – Focus – Target!</i> ▪ Segment 3: The Field Marketer’s Planner / Organizer. (#5043) <ul style="list-style-type: none"> A. The Market Development Plan. B. The Key Account Worksheet |
| <p style="text-align: center;"><i>Field Marketing</i> (Volume 5, Module 2)</p> <ul style="list-style-type: none"> ▪ Segment 1: The new order of agriculture. (#5021) <ul style="list-style-type: none"> A. The pace of change. B. What are some of the things changing on farms today? C. How is change causing farms to get bigger? ▪ Segment 2: Coping with change. (#5022) <ul style="list-style-type: none"> A. Does change represent a threat or opportunity? B. The importance of attitude when adapting to change. ▪ Segment 3: Strategic implications of change. (#5023) <ul style="list-style-type: none"> A. The need for consultants and specialists. B. A desire for fewer but higher quality relationships. C. The increasing importance of key accounts. | <p style="text-align: center;"><i>Preparation</i> (Volume 5, Module 5)</p> <ul style="list-style-type: none"> ▪ Segment 1: Planning, organization and success. (#5051) <ul style="list-style-type: none"> A. What is the relationship between planning and business success? B. Are some people better at planning than others? C. What advice would you have for the non-planner? ▪ Segment 2: Preparing for the introductory call. (#5052) <ul style="list-style-type: none"> A. We have only one chance to make a good first impression. B. Be mentally prepared. Show a positive, expectant attitude. C. Have a good reason to stop by the farm. D. Put the prospect at ease. Break the ice with some small talk. ▪ Segment 3: Demonstrating that you are prepared. (#5053) <ul style="list-style-type: none"> A. From the customer’s perspective. B. Set an advance appointment. C. Present a professional image. |
| <p style="text-align: center;"><i>Why People Buy</i> (Volume 5, Module 3)</p> <ul style="list-style-type: none"> ▪ Segment 1: People buy for their reasons, not our reasons. (#5031) <ul style="list-style-type: none"> A. The basic “needs” of farm buyers. B. What are some examples of basic “wants?” C. People “want” to do business with people they “like.” D. Why is it so important to help your client understand their wants and needs? E. How do you determine someone’s wants and needs? ▪ Segment 2: The differing adoption rates of new technologies. (#5032) <ul style="list-style-type: none"> A. The Laggards B. The Late Majority C. The Early Adopters | <p style="text-align: center;"><i>Investigation</i> (Volume 5, Module 6)</p> <ul style="list-style-type: none"> ▪ Segment 1: The number one rule of communication. (#5061) <ul style="list-style-type: none"> A. People prefer talking to listening. B. It’s not what you TELL in selling; it’s what you ASK! ▪ Segment 2: The purpose of questions. (#5062) <ul style="list-style-type: none"> A. Asking questions puts you in charge. B. Questions help you to build the relationship. C. Questions enable you to find the PAIN. ▪ Segment 3: Types of Questions. (#5063) <ul style="list-style-type: none"> A. <u>Fact</u> finding questions B. <u>Need</u> finding Questions <ul style="list-style-type: none"> ▫ Problem questions ▫ Implication questions C. <u>Benefit</u> matching questions |

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| <p style="text-align: center;">Agree on Needs / Present (Volume 5, Module 7)</p> <ul style="list-style-type: none"> ▪ Segment 1: From probing to presenting. (#5071) <ul style="list-style-type: none"> A. Our customers expect us to make recommendations. B. Before you present, be sure you have 'agreement on needs.' C. Making the transition to a recommendation. ▪ Segment 2: Professional sales proposals. (#5072) <ul style="list-style-type: none"> A. The increasing importance of written proposals. B. Presenting your proposal: <ul style="list-style-type: none"> ▫ Adjust to the customer's personal preferences. ▫ Find out who else needs to be involved. ▫ Characteristics of professional sales proposals. ▪ Segment 3: The bidding process. (#5073) <ul style="list-style-type: none"> A. Give me your best price, the first time. B. After I ask you to bid, be sure you get back to me. C. If you don't get my business, try again next time. | <p style="text-align: center;">Service After the Sale (Volume 5, Module 10)</p> <ul style="list-style-type: none"> ▪ Segment 1: The number one reason for customer dissatisfaction: Seller complacency! (#5101) <ul style="list-style-type: none"> A. How are salespeople when it comes to "follow-up"? B. Buyers see products as very similar. It's service that provides the <i>image of difference</i>. C. 90% of success in life (and in selling) is showing up! D. Provide service after the sale! ▪ Segment 2: The different types of service after the sale. (#5102) <ul style="list-style-type: none"> A. Personal contact. B. Written contact. C. Telephone contact. D. Communicating via email. E. Meet with customers at conferences and meetings. F. As you provide service after the sale, don't over do it! ▪ Segment 3: Ways to make your service stand out. (#5103) <ul style="list-style-type: none"> A. Under promise and over deliver. B. Monitor customer satisfaction C. Work with employees on the farm. D. Document the good things that are happening. |
| <p style="text-align: center;">Ask for Commitment (Volume 5, Module 8)</p> <ul style="list-style-type: none"> ▪ Segment 1: Asking for commitment is part of a natural process. (#5081) <ul style="list-style-type: none"> A. Our customers expect us to ask. B. If we don't ask, sales will not happen. C. Why salespeople fail to ask for commitment. ▪ Segment 2: Techniques for gaining commitment. (#5082) <ul style="list-style-type: none"> A. <i>Just ask</i>, "Do you want to go ahead?" B. <i>Summarize</i> what you have talked about and then ask for the business. C. Offer the prospect a <i>choice of options</i>. D. Mention <i>special features</i> or conditions. ▪ Segment 3: Knowing when the prospect is ready to buy. (#5083) <ul style="list-style-type: none"> A. Buying signs and signals: How the prospect shows that he / she is, or is not... ready to buy. B. What if the answer is no? C. If now is not the proper time, what follow-up is appropriate? | <p style="text-align: center;">Referral Selling (Volume 5, Module 11)</p> <ul style="list-style-type: none"> ▪ Segment 1: Warm up your cold calls with quality referrals. (#5111) <ul style="list-style-type: none"> A. What is a referral? B. Will farm buyers provide referrals? C. Why are referrals so valuable? D. Examples of the different sources of referrals. ▪ Segment 2: Customer views on giving referrals to farm suppliers. (#5112) <ul style="list-style-type: none"> A. Yes – I do talk to my neighbors! B. When producers are NOT comfortable giving referrals. C. Under what conditions WILL producers provide referrals? D. Situations where it would not be appropriate to ask for referrals. ▪ Segment 3: How to ask for referrals. (#5113) <ul style="list-style-type: none"> A. Confirm the client's confidence in you. B. Ask for help. C. Help the customer identify potential referrals. D. Qualify the referrals. E. Contact the referral. F. Get back to the customer. |
| <p style="text-align: center;">Handling Objections (Volume 5, Module 9)</p> <ul style="list-style-type: none"> ▪ Segment 1: When things go wrong. (#5091) <ul style="list-style-type: none"> A. Typical examples of customer problems & complaints. B. Our customers understand that things <i>will</i> go wrong. C. Customer expectations when there are problems. ▪ Segment 2: The role of the customer service dept. (#5092) <ul style="list-style-type: none"> A. Customer expectations when they call the office. B. The necessary "mindset" for top customer service. ▪ Segment 3: A strategy for taking customer service calls. (#5093) <ul style="list-style-type: none"> A. <u>Acknowledge</u> the caller as a person. B. <u>Assess</u> the situation by gathering the necessary details. C. <u>Affirm</u> that you have an accurate understanding of the problem. D. <u>Analyze</u> the situation and determine a course of action. E. <u>Agree</u> on a plan and determine whose doing what. | <p style="text-align: center;">Managing "You & Co." (Volume 5, Module 12)</p> <ul style="list-style-type: none"> ▪ Segment 1: Selling in the ag economy (#5121) <ul style="list-style-type: none"> A. The normal ups and downs that are a part of selling. B. The importance of a long-term perspective. C. Staying 'up' during 'down' times. ▪ Segment 2: Goals and their relationship to business success. (#5122) <ul style="list-style-type: none"> A. What if I'm happy with the level of business I now have? B. How does goal-setting help me to accomplish more? C. Goal oriented people are very competitive. They love to win! D. The relationship between goals and our drive, energy and personal motivation. E. Goals – a cure for the inevitable plateaus. |

Volume 6

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| <p style="text-align: center;">The Sales Profession (Volume 6, Module 1)</p> <ul style="list-style-type: none"> ▪ Segment 1: Salesmanship – What is it? (#6011) <ul style="list-style-type: none"> A. Is there any such thing as a born salesperson? B. Salesmanship defined - The ability to present an idea, a product or a service... <ul style="list-style-type: none"> ▫ Accurately. ▫ Attractively. ▫ Convincingly. C. Know your MISSION – sell with purpose and passion! <ul style="list-style-type: none"> ▫ Examples of different mission statements. ▫ What is the purpose of a mission? ▫ Keeping your mission alive and well. ▪ Segment 2: The integrity factor. (#6012) <ul style="list-style-type: none"> A. When you tell the truth, people believe you B. When you do what you say, people trust you. | |
| <p style="text-align: center;">Field Marketing (Volume 6, Module 2)</p> <ul style="list-style-type: none"> ▪ Segment 1: The bar keeps rising for agri-salespeople. (#6021) <ul style="list-style-type: none"> A. From ‘selling stuff’ to providing business solutions. B. The ‘good ol’ boys’ are gone! C. Customers today are looking for business partners. ▪ Segment 2: What’s causing expectations to rise? (#6022) <ul style="list-style-type: none"> A. The focus on efficiency and profit. B. Increased complexity due to new technologies. C. Customers want ideas that will make them money. ▪ Segment 3: Roles / responsibilities of Field Marketers. (#6023) <ul style="list-style-type: none"> A. Field Marketers are <i>Problem Solvers</i>. B. Field Marketers are <i>Facilitators</i>. C. Field Marketers are <i>Influencers</i>. | |
| <p style="text-align: center;">Why People Buy (Volume 6, Module 3)</p> <ul style="list-style-type: none"> ▪ Segment 1: Understanding buyer motivation. (#6031) <ul style="list-style-type: none"> A. Most people are motivated to buy due to ... <ul style="list-style-type: none"> ▫ The fear of LOSS ▫ The hope of GAIN B. The “emotional” buying decision. C. The “rational” buying decision. D. To sell effectively, find the PAIN! ▪ Segment 2: Identifying the different buying influencers. (#6032) <ul style="list-style-type: none"> A. Find out who’s the right person(s) to talk to. B. Every person on the farm is a buying influencer. C. The key buying influencers include: <ul style="list-style-type: none"> ▫ The Economic Buyer. ▫ The User Buyer. ▫ The Technical Buyer. ▫ The Coach. | |