

Who we are:

AN INDUSTRY-LEADING AGRICULTURAL BIOSCIENCE COMPANY DIRECTLY TIED TO THE RESEARCH, PRODUCTION, AND SALE OF CORN, SOYBEAN, AND OTHER SEEDS ACROSS NORTH AMERICA.

AgReliant Genetics was founded in 2000 by parent companies KWS, of Germany, and Limagrain Groupe, of France. During the last two generations of operation, AgReliant Genetics has enjoyed continuous expansion - now the largest independent seed company in North America. Our global corn germplasm research program, responsive support team, state-of-the-art production division, and three great brands provide our farmers, dealers, and grower partners with unique, trusted seed solutions. At the center of all operations is our collective passion to Help Farmers Grow.

Your Role:

You are a District Sales Manager (DSM) for our AgriGold seed brand.

The Prospect:

Phillip Farms is a very large corn and soybean operation run by three brothers Steve, John, and Brad Phillip, who are fourth-generation farmers. They operate a 21,000-acre operation located in Central Illinois. The Phillips are very progressive farmers and utilize all the tools they can to maximize profitability but struggle to efficiently capture top ROI for every acre given the difficulty to manage all acres on an individualized basis given their size.

They are a highly sought-after account by all companies given their size and influence in the marketplace. Currently, they are doing business with four different seed brands, Dekalb/Asgrow, Pioneer, Channel, and AgriGold. The Phillips have a staffed product manager, Jerry, within their operation who is responsible for purchasing and effectively prescribing seed by the acre. They are also partnered with an agronomy service that helps them to manage their acres.

In the 2021 harvest season, performance for AgriGold was slightly off given environmental issues that one hybrid experienced that was specific to the 2021 growing season. The 2022 seed order stands to lose volume given the performance concerns, but AgriGold has two new high yield offerings in Phillips's maturity group that are exclusive products to their lineup. Bringing value outside of the performance of the bag with the Phillip account has been a struggle given the self-sufficient nature of the farming operation, not to mention every company/competitor pulls out all stops to support this high priority account.

Sales Call Objective:

The time has come where Jerry calls you to set up an appointment that is convenient for him to come discuss the 2022 AgriGold seed order. Historically in these conversations, he has most of the seed order mapped out, leaving very little upsell or value creation opportunity for the conversation. AgriGold has historically hovered around 1,200 units of corn on order, but you are always striving to find ways to grow share on the operation. You have identified the best way to grow/defend the current year order is to drive grower support and experience that aids in their ability to bring top level ROI to EVERY acre in the operation, partnered with new product offerings you desire to place on them. The solutions-based sales approach needs to be unique to the Phillip operation that completely outside of what other companies have done.

AgriGold District Sales Manager Objective:

- ♣ Given the performance concerns, gain a verbal commitment to maintain a flat to increased order for the 2022 crop year by bringing value outside of the bag.
- ♣ Demonstrate yourself as a professional partner who desires to help them provide a solution for every acre.
- ♣ Assess what has been used in the past and identify current gaps/struggles.