



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 Sales Account Manager (SAM) for our LG Seeds brand.

The Prospect:

Crossroads Farm is a large corn and soybean operation run by Dan Olsen, who is a fourth-generation farmer. Dan, his two sons (Matt and Zach), and his daughter (Mary) operate a 7,000-acre operation located in Holstein, Iowa. You went to college with their youngest son, Zach, and have been friends since. The Olsens are very progressive farmers and utilize all the tools they can in order to maximize profitability. Currently, they are doing business with three different seed brands, Dekalb/Asgrow, Golden Harvest, and LG Seeds.

Last year, you were able to get on the farm with Xtend soybeans and traited corn. Your products performed phenomenally, and he wants to plant LG Seeds again. Last year, Dan also planted Enlist beans from Golden Harvest, because he wanted to see the yield potential and thought that Enlist would help manage some of his weeds better than Dicamba. Dan was satisfied with the weed control of Enlist, but he noticed the yield was lower than the Asgrow and LG Seeds beans. He also did not like the extra labor that spraying two different chemistries took. This year, the Olsen's want to go to either all XtendFlex or Enlist technology.

Sales Call Objective:

Dan calls you one day and asks you to come over to the farm and talk about seed for this coming season. The Olsens consider you a trusted advisor for their farm and a family friend. They also believe that you're in the best position to provide them the best recommendation since LG Seeds sells Xtend, XtendFlex, and Enlist soybeans. Dan specifically wants to know what type of beans they should plant this year, XtendFlex or Enlist.

LG Seeds Sales Account Manager Objective:

- Demonstrate yourself and LG Seeds as the Olsen's trusted advisor and reliable supplier of seed.
- Assess the Olsen's true soybean platform needs. (Xtend, XtendFlex, or Enlist)
- Gain a verbal commitment on LG Seeds share on the farm and the soybean trait platform for the 2021 growing season. (I.E. LG Seeds will be grown on 70% of the farm and they will be planting Xtend soybeans)

