



2021 NATIONAL AGRI-MARKETING ASSOCIATION SALES COMPETITION

SALES REPRESENTATIVE CONTEST **FINAL ROUND**

GROWMARK OVERVIEW

GROWMARK is an agricultural cooperative doing business across North America. We provide agronomy, energy, facility planning, and logistics products and services, as well as grain marketing and risk management services both business-to-business and through affiliated member cooperatives. GROWMARK owns the FS trademark, which is used by affiliated companies.

Headquartered in Bloomington, Illinois, GROWMARK's annual sales in FY2020 were \$7.5 billion. Corporate, home office employees total approximately 500 people, with nearly 10,000 throughout the entire geography.

The GROWMARK System began in the late 1920s when Illinois Farm Bureau members formed local cooperatives to ensure an affordable, consistent supply of fuel to their farms. Agronomy and other farm-related products and services were added soon after. In the 1960s, similar cooperative networks in Iowa and Wisconsin joined Illinois, creating FS Services. In 1980, GROWMARK was formed with the merger of FS Services and Illinois Grain, becoming a nearly one-stop shop for all a farmer's needs, from seed to fertilizer, propane to grain marketing, finance to fuel. In the 1990s, GROWMARK became an international cooperative with the addition of cooperatives in Ontario, Canada, and today we have continued to expand our sales territory and product offerings.

The GROWMARK System consistently ranks in the top ten of the NCB's Co-op 100 ranking of the top cooperatives in the United States. We also rank in the top five ag retailers according to CropLife and are one of the nation's largest propane retailers.

Our cooperative roots compel us to provide excellent service to our customers and world-class training to our employees. We are known as trusted advisors, bringing the right solutions to the farm gate. We promote sustainability through the 4R program (right rate, right source, right place, right time) and the use of environmentally-responsible fuels and farming techniques.

YOUR ROLE:

You are an Energy Management Specialist for an FS member cooperative

The Prospects – Wittenberg Farms

Wittenberg Farms is a large corn/soybean/Three R Exterior Maintenance operation run by Roger and Clara Wittenberg and located near one of your better customers. The farmstead has several large machine sheds, a variety of machinery (both John Deere and Case IH), and at least a couple semi-trucks and trailers visible on the property. There are also various landscaping equipment and box trucks. While you know of Roger, you don't know much about him, except that the crop specialist who calls on him for your company calls him an "odd duck." You know very little about Mrs. Wittenberg. The Wittenbergs are partners in a commercial landscaping operation with their sons Rodan and Richard. Three R Exterior Maintenance contracts lawn care, landscaping, and snow removal services for many businesses and private homeowners in your area.

You have a meeting with the Wittenbergs today. You don't know for sure if it will be Roger or Clara, but you do know Richard and Rodan will be there. As you pull into the driveway, you get a closer look at the operation. There are tanks for diesel fuel, gasoline, and a tote of DEF (diesel exhaust fluid). The fuel tanks appear to be older, with some visible rust, and the diesel fuel nozzle is laying on the ground.

You should be prepared to answer questions from the client about any regulations that may impact their or their sons' business, specifically any environmental regulations covering greenhouse gas emissions.

Sales call objective: To assess Wittenberg Farms' annual fuel needs and create a plan to serve the operation appropriately. Ideally, you would leave the meeting with a commitment of all of the landscaping business and at least at least half of the farms' business, with the door open to increase orders in the future.

FS Energy Management Specialist Objective:

- To assess Wittenberg Farms' and Three R Exterior Maintenance annual fuel needs and create a plan to serve the operation appropriately.
- To demonstrate yourself, and the FS member cooperative, as a trusted advisor and reliable supplier of quality products and services.
- To, ideally, leave the meeting with a commitment for all of the landscape business and of at least half of the farms' business, with the door open to increase orders in the future.