



Agri-Marketing / Live[®] Index of Topics

THE NEW ORDER OF AGRICULTURE:

1. The Bar Keeps Rising for Agri-Salespeople.
2. New Roles – *Problem Solvers, Facilitators, Influencers.*
3. The Difference between Selling & Marketing.
4. The Field Marketing Process – *Segment, Focus, Target.*

SELLING WITH A SYSTEM:

5. The *Buying Cycle.*
6. The *Sales Process.*

Preparation

7. Planning, Organization and Success.
8. Preparing for the Introductory Call.
9. Demonstrating you are Prepared.
10. Professional use of Sales Materials.

Investigation

11. The # One Rule of Communication.
12. The Different Types of Questions.
13. Becoming a better Listener.

Agree on Needs / Present

14. From Probing to Presenting.
15. Professional Sales Proposals.
16. The Bidding Process.

Obtain Commitment

17. Gaining Commitment – *Part of a Natural Process.*
18. Techniques for Gaining Commitment.
19. Buyer Signs and Signals.
20. Negotiation: Win / Win or No Deal.

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SERVICE AFTER THE SALE:

21. The # One Reason for Customer Dissatisfaction.
22. The Different Types of Follow-up Service.
23. Ways to Make your Service Stand Out.
24. Managing Accounts Receivables.
25. Working with Different Cultural Groups.
26. Sales Opportunities when working with Farm Employees.

HANDLING OBJECTIONS:

27. When Things go Wrong.
28. The Role of the Customer Service Department.
29. A Strategy for Handling Customer Complaints.
30. Why Customers Quit.
31. Salesperson 'Turn-offs.'
32. Understanding Objections.
33. Handling Common Objections.
34. Working with '*Difficult People.*'

REFERRAL SELLING:

35. Warm up your Calls with Quality Referrals.
36. Customer Views on Providing Referrals.
37. How to Ask for Referrals.
38. Networking for Fun and Profit.

UNDERSTANDING BUYER MOTIVATION:

39. The Different Buyer 'Motives.'
40. Fulfilling Buyer 'Wants' as well as 'Needs.'
41. Buying Influencers – PART I.
42. Buying Influencers – PART II.
43. The Different Buyer Types.
44. Buyer Perspectives on Price.

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PROSPECTING:

- 45. Qualifying Prospects.
- 46. Selling is a Contact Sport.
- 47. Call Objectives vs. Commitment Objectives.
- 48. Social Media Marketing.

TEAM SELLING:

- 49. Essential Ingredients of Effective Teams.
- 50. Effective use of your Company Support Team.

THE ROLE OF THE AG CONSULTANT:

- 51. The Increasingly Important Role of Farm Consultants.
- 52. The Different '*Levels of Value.*'
- 53. The Consultative Process.
- 54. Benchmarking – *How can I Improve things here?*
- 55. Making the most of On-Farm Meetings.
- 56. Staying Sharp as a Consultant.
- 57. Earning the Business on Large Farms.

COPING WITH CHANGE:

- 58. What's driving all the Change in Business Today?
- 59. Embracing Change for Organizational & Personal Success.
- 60. The role of the Internet in Agri-Selling.
- 61. The Differing ways Buyers Adopt Technology.

THE SALES PROFESSION:

- 62. Selling with a MISSION.
- 63. Salesmanship – *What is it?*
- 64. Selling with Integrity.
- 65. Selling in the Ag. Economy.
- 66. Goal Setting and Business Success.
- 67. Working with the Different Generations.

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TEN STRATEGIES FOR TIMES OF ECONOMIC ADVERSITY

- 68. Strategies for Times of Economic Adversity – PART I.
 - A. Remain Positive and Enthused.
 - B. Tighten up your own Ship.
- 69. Strategies for Times of Economic Adversity – PART II.
 - C. Communicate and Listen Hard.
 - D. Focus Long-Term.
- 70. Strategies for Times of Economic Adversity – PART III.
 - E. Educate.
 - F. Work with other Industry Reps.
- 71. Strategies for Times of Economic Adversity – PART IV.
 - G. Use the Tools of your Trade.
 - H. Come together as a TEAM.
- 72. Strategies for Times of Economic Adversity – PART V.
 - I. Sharpen your Saw.
 - J. Have FUN!

PEOPLE TYPES AND PERSONALITY STYLES

- 73. MBTI[®] TYPE – Part I: Extraversion / Introversion; Sensing / iNtuition.
- 74. MBTI[®] TYPE – Part II: Thinking / Feeling; Judging / Perceiving.
- 75. TEMPERAMENT – Part I: Amiables (Labs) / Analyticals (Beavers).
- 76. TEMPERAMENT – Part II: Drivers (Lions) / Expressives (Otters).