

2. New Roles for Agri-Salespeople

- A. What is your answer when someone asks, “*What do you do for a living?*”
- Why is it important to see your work as much more than just, ‘selling stuff to farmers’?
 - What is the difference between being viewed as a ‘salesman’ vs. assuming the role as a ***Problem Solver***, a ***Facilitator***, and an ***Influencer***?
- B. List a half dozen specific ways you are a valued ‘***Problem Solver***’ for your farm clients. What are some key problems they have that you and your company are able to solve?
- C. Develop another list of specific ways you serve as a ‘***Facilitator***’ for your customers. What are some things you do to make their everyday lives, easier?
- D. Make a list of a few people in your life, who have been significant, positive ‘***Influencers***’ for you.
- What were some of the personal and professional characteristics of these people (coaches, teachers, bosses, etc?)
 - In your own words, what does the statement *‘Influence cannot be assigned or awarded; and it doesn’t come with position. It can only be earned.’*
- E. What are some things you do to earn the right to have influence within the farm community you serve?