

3. The Difference between Selling and Marketing

- A. How would you describe the ‘*Old-School; Good ‘Ol Boy*’ sales approach? Why is this approach no longer acceptable on today’s business oriented farms?
- B. Explain what is meant by the comment:
- *“We can no longer be out there just selling. We need to become consultants; we need to be business partners.”*
 - How is this statement related to the last segment where we discussed new roles for agri-salespeople, i.e. as ***Problem Solvers, Facilitators*** and ***Influencers?***
- C. How about you? Is your approach that of a ‘salesman’ or are you a ‘Field Marketer?’ How does a marketing approach differ from a sales approach?
- D. We heard the statement, *“It’s not enough to come to the farm with just your product. Today’s producers and growers are expecting much more beyond the value of our product. We need to bring ideas that will make them money.”*
- E. How do you demonstrate to your customers and prospects that you offer ‘cutting edge’ ideas and solutions? How do you fulfill the following expectations?
- *“We expect you to be cutting edge; to push us toward the edge with new ideas and innovative approaches.”*
 - *“When marketers come in and are able to teach us something we don’t know; that provides a lot of value.”*
- F. Do some self-reflection concerning your own marketing approach:
- Are you offering cutting edge approaches and ideas?
 - Are you able to teach farm owners, managers and employees; and bring ideas that solve problems and make their everyday lives, easier?
 - Do you have a level of ‘influence’ that earns the right to do these things?
 - List three or four specific actions you need to take that would ‘up your game’ and move from a selling to a marketing approach?