

Agricultural Sales Programs

#1, The Ultimate Salesperson

Here is Problem:

Here are some of the concerns ag customers are expressing about salespeople today: Are they here to make a profit or are they here to help make me more profitable? Are they here to sell their niche or are they taking a holistic view of my problems? Are they focused on one area or are they consistently looking to make a creative input to my challenges? Are they developing into a good sales representative, or are they developing into a trusted advisor and friend as well?

The solution:

The first step in the solution is to accept the fact that there is a lot of good competition out there. The margin between the good and the great can be very small, but if achieved, it will place you and your company at the front of the pack. The second step is to realize that the most powerful form of differentiation one can achieve is to distinguish yourself above your competition. That will not be found in the availability, affordability, nor even the accountability of your product. The greatest differentiation will be achieved by nurturing your clients into a mindset of unequivocal trust. This program is designed to give your people the ultimate formula for relationship selling.

#2. If it comes down to price. . . Don't come down!

David Okerlund's philosophy is simply this: If a sale comes down to the price, then the salesperson has missed a critical ingredient in the sales process. Price is important, but it is rarely the linchpin that determines one's success. And when salespeople begin to sweeten the pot, they usually begin to sour the relationship with the client. The customer begins to wonder where else can he make a better deal. They wonder if you are really out to help them make a profit or are you out to get a higher commission check. This is especially true when you are dealing with agricultural customers!

In this program David will explain how cutting prices usually end up hurting the bottom line for the company and can dramatically effect your long-term viability. He will give specific ways to disarm the question of price and give your customers the confidence and trust where they are willing to focus on other concerns.

#3. Think Like A Pro . . . But Sell Like A Rookie

"Ninety percent of successful selling is saturated in ATTITUDE! It includes one's attitude about your company, your products, your clients, and yourself. And a smart salesperson keeps intently in tune with each."

David Okerlund began his sales training in 1971, under the tutoring of a classic "road toad, go for the jugular, answer questions and close all day long, district sales manager." From there he continued to explore the challenge of selling until he mastered the art of relationship selling at its best. He has studied under the experts like Hopkins and shared the stage with greats like Zig Ziglar. Consequently, he has seen and experienced just about every sales situation one can imagine. As he says to his classes, *"I have been there, done that, and made about every mistake in the book. However, the mistakes aren't as important as the lessons they provide if you are willing to learn and hungry to succeed!"*

This program is centered on 10 key attitudes that make championship salespeople.