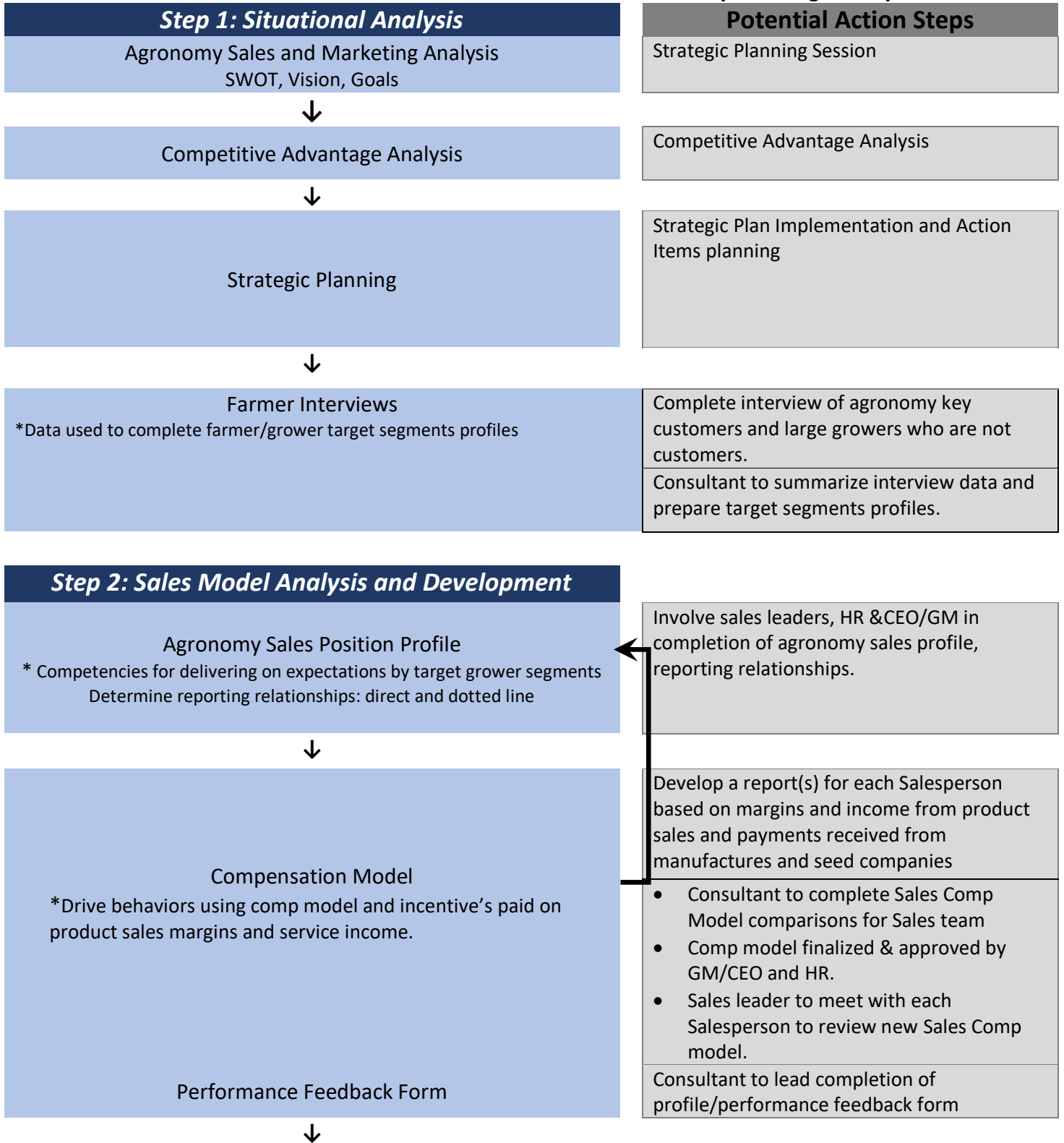


Agronomy Sales Alignment Process Flow Chart

Defines the Why, What, and How of Align Ag process....

Improves grower profitability and the viability of the agronomy business



Customized Sales Assessment: 360 Feedback

*Access Sales Operations Team

Sales leaders to provide names and email addresses. Firm up evaluators.

Setup assessment, email and Sales team on intrAtrain LMS platform.

Send email to Sales team and evaluators for completion of assessment

Sales Assessment reports produced and analyzed

Step 3: Communication Plan

Develop Change Communication Plan

Develop and finalize communication plan

Change communication plan implemented

Step 4: Sales Team Workshop

Agronomy Future Sales Model

Why (Business Case), What (SWOT Analysis)

(What does company need to do to be viable and profitable in the future?)



Agronomy Sales Model Buy-In

How (Agronomy Sales Model Restructuring), When (Timeline)



Competitive Advantage

Agronomy Products & Services and Competitor Analysis;

Competitive Advantage (How to differentiate company from competitors)

Consultant and client to develop agenda for Sales workshop

Consultant to complete workshop design and materials including presentation

Consultant to provide and review design and materials with company leaders

Step 5: Interviews and Selection

Agronomy Sales Candidates Selection

Finalize interview guide. Review of assessment reports and selection of candidate for interviews. Interview candidates and selection people to fill agronomy sales positions.

RA, sales leaders, HR- finalize interview guide

Select internal candidates to be interviewed

First round of interviews and recommendations for finalists

Final round interviews & selection

Meetings with finalists to fill positions

Step 6: Agronomy Sales Team Development

Agronomy Sales Team Training & Development

*Sales business planning tool and training

*Sales business skills development, practice, coaching

*Score-Carding with feedback

*Accountability for results

Levels 1, 2, 3 sales development. See intrAtrain Sales Development Process

Series of workshops followed by a series of weekly forty five-minute lessons coordinated locally by sales leader with Coaching and support by sales manager and intrAtrain coach.