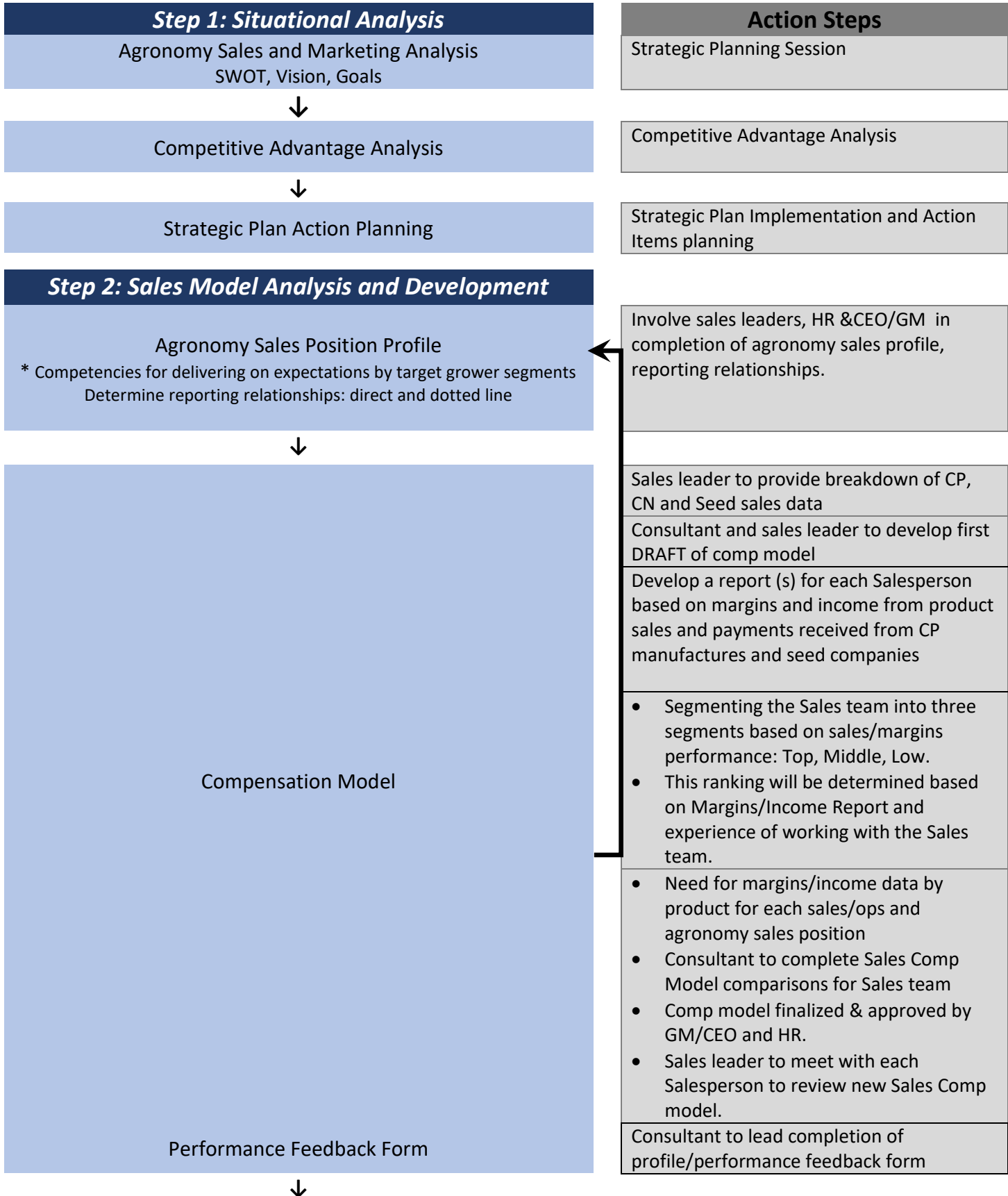




# Agronomy Sales Model Analysis & Development





# Agronomy Sales Model Analysis & Development

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 Communication Plan

Develop and finalize communication plan

Communication plan implemented

## Step 4: Farmer Survey

Farmer Interview

\*Data used to complete farmer/grower target segments profiles

Complete interview of agronomy key customers and large growers who are not customers

Consultant to summarize interview data and prepare target segments profiles

## Step 5: 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?)

Consultant and client to develop agenda for Sales workshop



Agronomy Sales Model Buy-In

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

Consultant to complete workshop design and materials including presentation



Competitive Advantage

Agronomy Products & Services and Competitor Analysis;

Competitive Advantage (How to differentiate company from competitors)

Consultant to provide and review design and materials with company leaders



## Step 6: Interviews and Selection

**Agronomy Sales Candidate 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

## Phase 2: Agronomy Sales Team Development

**New Agronomy Sales Team Training & Development**

Sales Team Structure, Team Building and Sales Planning Workshop.
Five (5) weekly forty five-minute lessons coordinated locally by sales leader with Coaching and support via web meeting & telephone by intrAtrain facilitator coach
Two- half day workshops. Morning Session: focus on discovery and value proposition of agronomy products and services for each grower segment. Afternoon Session: grower crop plan proposals and presentation