

## **Agronomy Sales Alignment Process Flow Chart**

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

### **Step 1: Situational Analysis**

Agronomy Sales and Marketing Analysis SWOT, Vision, Goals

# viability of the agronomy business Potential Action Steps

Improves grower profitability and the

Strategic Planning Session

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Competitive Advantage Analysis

Competitive Advantage Analysis



Strategic Planning

Strategic Plan Implementation and Action Items planning



#### **Farmer Interviews**

\*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 2: Sales Model Analysis and Development

#### Agronomy Sales Position Profile

\* Competencies for delivering on expectations by target grower segments

Determine reporting relationships: direct and dotted line

Involve sales leaders, HR &CEO/GM in completion of agronomy sales profile, reporting relationships.



#### **Compensation Model**

\*Drive behaviors using comp model and incentive's paid on product sales margins and service income.

Develop a report(s) for each Salesperson based on margins and income from product sales and payments received from manufactures and seed companies

- Consultant to complete Sales Comp Model comparisons for Sales team
- Comp model finalized & approved by GM/CEO and HR.
- Sales leader to meet with each Salesperson to review new Sales Comp model.

Consultant to lead completion of profile/performance feedback form

Performance Feedback Form







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?)

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 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.

