



Ag Sales Coaching & Development Program Discussion

Presented to: Sample Ag Retail

Presented by: intRAtrain by Russell Associates

Current Situation:

- Company is interested in further developing the sales skills of agronomy sellers through a sales coaching and development program. The agronomy Sellers to be coached have been through the Company onboarding process/training.
- Company's agronomy sales team is currently utilizing a pre-call checklist/form. A sample of this form is available from Sample.
- Sales meeting are conducted and do include role play and practice situations.

Objectives:

Based on the current situation, Company is interested in improving the agronomy sellers overall sales call effectiveness by focusing on sales call planning, sales skills and associated behaviors. As a result of this training, the sales behaviors would become repeatable and instinctual. Other goals of the training include:

- Reduced sales call reluctance by agronomy sellers.
- Improvement of the sales call to become more professional. This would be verified by the agronomy sellers consistently demonstrating use of good sales process and techniques during grower sales interactions.
- Improved Pre-Call preparation including:
 - Pre-qualifying growers.
 - Determining Sales call commitment objective.
 - Anticipating and overcoming objections.
 - Showing a clear understanding of what stage of the sales process they are engaged in with each grower.
- Enhanced sales skills & techniques.
 - This improvement could include improvement in:
 - Phone etiquette.
 - Belly-to-Belly selling and rapport building.
 - Discovery questions.
 - Note taking, meeting re-cap
 - Silent pause; listening skills.
- Better strategic call follow-up, cadence.
- More accountability for sales call results.



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Achievement of the sales coaching & development program objectives and goals of Company can be measured through the demonstrable skills and behaviors of the agronomy sellers. A philosophy exists that what gets measured gets done. Examples of measurement of results include:

- Measurable improvement in demonstrated sales skills and techniques
- Sustainable skill development from coaching and training that sticks.
- Increased Sales Performance – Lead & Lag Indicators

Process:

intRAtrain by Russell Associates is proposing a sales coaching and development program designed to assist Company in achieving the results they desire through the improvement of the program goals and objectives. Details of the program are outlined below.

Program Details:

- intRAtrain Ag Sales Coaching & Development coach completes onsite Pre-Consult/Assessment meeting with respective Agronomy Sales Manager to determine current skill level, and criteria/skills to be measured. We anticipate 6 to 8 hours would be required for this phase.
- Based on the current situation our goal and intent would be to schedule meetings with sales managers. The subsequent sales Coaching schedule will be setup as part of these meetings.
- Coach(s) from intRAtrain schedule introduction phone call with seven (7) Sample Agronomy Sellers.
- intRAtrain sales coach(s) complete Ride-Along (one-half or full days) with agronomy sellers. A minimum of one-half day of coaching & development with each agronomy sales consultant is recommended in each stage.
 - Stages in process:
 - Stage 1 – late January, February, and March
 - Stage 2 – Mid-July – through September
- intRAtrain Ag Sales Coaching & Development Coach completes post Ride-Along Assessment web meetings with respective Sales Managers to communicate current skill level and development GAPS. This review will include a review of the scorecard assessment completed during ride-along.
 - Meetings with sales managers would occur after Stage 1 in April and after Stage 2 in October.
 - Estimate 60 minutes to 90 minutes with each sales manager for each meeting (30 minutes to review coaching observation scorecard & development needs of each Agronomy Seller).



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Throughout the training and coaching, a coaching process that will be used to maximize results. Specific components and aspects of the program are shown below.

- Implement use of a flexible coaching and sales skill development process that is effective throughout an agronomy sales person's career.
- Coach-Trainer works in the trenches with each agronomy seller.
- Use sales competency based scorecard to evaluate sales calls.
- Using a blended coaching and learning structure:
 - Pre-call planning
 - Sales call ride-along sessions
 - Coaching with feedback
 - Scorecard provides evaluation of sales techniques
 - Email sent by coach to agronomy seller and CC to sales manager, with recap of each sales coaching ride-along session and link with access to scorecard.
 - Scorecards and reports stored and accessible by agronomy salespeople and sales managers on branded intRAtrain LMS site.
 - To build on strengths and fill skill gaps, access will be provided to recommended reading, online modules and other skill development resources on branded intRAtrain LMS site.
 - Selected components, activities and exercises selected from the Sell Through Needs and Relationships Course.
- Active role by Company sales managers in working with agronomy sellers that need significant adjustments in their demonstrated skill development.

The additional resources available as part of the blended learning structure are critical to maintaining the momentum and producing a return on investment (ROI) from the time and cost of the Ride-Along and training.

Components will include:

- Learning Management System (LMS):
 - Sales skills & techniques modules and videos
 - Sales Ride-Along Scorecard report access by salesperson and sales manager
 - Ability to connect the team to additional learning resources for their development
- Ride-Along follow up emails with recommendations
- Work with Sales Manager to advise on recommendations for skill development and to receive feedback on results



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Sell Through Needs and Relationships (STNR)

Content sections from STNR will be used for agronomy seller knowledge and skill development.

What is the framework?	After the course completion, what will I be able to do?
1. Why are we here?	<ul style="list-style-type: none">• Explain the importance of this competency and workshop in meeting my personal and professional goals
2. What are my Current Behaviors?	<ul style="list-style-type: none">• Describe the behaviors associated with applying this competency• Evaluate my current level of competence and comfort in successfully applying this critical competency
3. LM 1: How do buyers make buying decisions?	<ul style="list-style-type: none">• Compare and contrast the buying styles• List the steps in the influence “moment-of-truth” process• Explain your preferred style and its impact on your success
4. LM 2: What is Sales?	<ul style="list-style-type: none">• Compare and contrast the major sales philosophies• Apply the sales triangle to any sales or influence situation• List the ways that buyers know their needs• Apply the) intrinsic needs to a buying/sales situation• Describe how to use the sales bubble to break through the buyer’s zones of fear• What are the critical behaviors of successful sales professionals?
5. LM 3: How do I Overcome Sales Call Reluctance?	<ul style="list-style-type: none">• Describe the fight-flight response as it relates to the sales process• Identify the causes of flight / fight response that contribute to sales reluctance• Apply before, during and after techniques to overcome any sales fear
6. LM 4: What are the 3V’s of Communication?	<ul style="list-style-type: none">• Describe the components of a perfect communication situation• Explain the concept of noise in a sales situation• Describe the essential actions for using Visual communication• Follow the) essential actions for using Vocal communication• Apply the rules for using Verbal communication• Apply the techniques of active listening to improve any communication situation
7. LM 5: What are the Four Buyer Styles?	<ul style="list-style-type: none">• Compare and contrast the four common buying styles• Recognize the buyer’s style based upon common visual, vocal and verbal cues• Describe the essential actions for using Visual communication
8. EA 1 – Know what you are Selling	<ul style="list-style-type: none">• List the) ways to create complete advantage• Explain how to position your products or services to fill a need• Explain the basics of your product, service, and support systems• Use your competitor’s strengths and weaknesses to your advantage
9. EA 2 – Approach Qualified Buyers	<ul style="list-style-type: none">• Identify likely buyer characteristics• Prepare a list of potential prospects• Select a contact method the develop a short-term contact method• Develop a prospect targeting worksheet• Establish a sales appointment
10. EA 3 – Meet to Clarify Needs and Desires	<ul style="list-style-type: none">• How do I use effective questioning techniques to discover true needs and put myself in the shoes of the customer?• Propose needs and interest based solutions• Build rapport with the prospect and clarify the prospects general needs and wants• Develop a “sales tree” to identify specific needs and wants• Confirm what you know• Build momentum
11. Wrap up	<ul style="list-style-type: none">• Identify the major learnings of the day