

CASE STUDY

AGRILIANCE / CROPLAN GENETICS – “ENHANCING TOTAL PERFORMANCE” PROGRAM

CUSTOMER OVERVIEW

AgriLiance and CROPLAN Genetics are separate companies that go to market in a retail partnership. This partnership, which includes over 500 Agronomy Production Specialists and 50 Retail Sales Managers and Region Agronomists, offers proprietary AgriSolutions crop protection products from AgriLiance and seed and traits from CROPLAN Genetics to growers and retailers.

CLIENT OBJECTIVE

The Retail Services Group identified a need to be more organized in selling and rewarding individuals who best sold “the total package” of AgriLiance and CROPLAN Genetics products to qualified farmer producers. The challenge was that AgriLiance and CROPLAN Genetics used separate computer systems to invoice retailers. In addition, retailers each used their own computer systems to invoice their producers.

The objectives were:

- Utilize information that already existed to encourage and reward salespeople to cross-sell AgriSolutions and CROPLAN Genetics products.
- Increase sales and market penetration of these two proprietary product lines.

TARGET AUDIENCE

500 Agronomy Production Specialists and 50 Retail Sales Managers and Region Agronomists.

RUSSELL ASSOCIATES' SOLUTION

Russell Associates recommended a two-prong approach.

1. Create a vehicle to communicate consistently and in a timely fashion to all Agronomy Production Specialists, the Retail Services and Regional Agronomist management teams, and the member cooperative agronomy management staff.
2. Utilize information already available to design and implement a joint AgriLiance and CROPLAN Genetics retail sales incentive program.

IMPLEMENTATION AND ADMINISTRATION

Russell Associates coordinated writing, publishing, and distributing a **quarterly newsletter** to Agronomy Production Specialists and support staffs. This newsletter provided a vehicle to distribute pertinent product and program information and results from Answer Plots to all Agronomy Production Specialists (APSs). It also provided a vehicle to report success stories through testimonials and interviews. Now in its 4th year of publication, Russell Associates was able to utilize a consistent process in producing this newsletter and to continue to help build the desired consistent retail marketing message to the field.

To respond to the other need, Russell Associates designed an **incentive vehicle** which gave management flexibility to reward activities and results. Each year the incentive program reward emphasis was able to be adjusted to fit that season's highest priority areas. Point values were assigned to products or activities, based upon profitability and marketing priority. Goals were set at the beginning of the year and results paid at the conclusion of the year. Points were redeemed for items in a comprehensive reward catalog or through gift cards, enabling participants to get items they or their family wanted. Redemption of points accumulated is through a website application, enabling participants to order what they want, when they want it, in the privacy of their home.

PROGRAM LENGTH

Annual programs over the past 4 years.

PROGRAM RESULTS

"CROPLAN Genetics and AgriSolutions sales were up each of the four years that we were utilizing the tools provided by Russell Associates," reported the Director of Retail Services for Agrilience. "These tools were part of a comprehensive effort and were not the only things that helped us hit our goals. However, Russell Associates and the professional approach they brought, definitely helped us do better than we would have done without them. They have been a partner in helping us achieve our goals."