

## CASE STUDY

# LAND O'LAKES ANIMAL MILK FOCUS ON ROI

### CUSTOMER OVERVIEW

Land O'Lakes Animal Milk is the leading manufacturer of animal milk products in the United States. Land O' Lakes Animal Milk Products has developed products and management programs, including Cows Match, that result in superior growth and performance of calves.

### CLIENT OBJECTIVE

After implementation of Cows Match, Land O'Lakes Animal Milk needed a method to disseminate the benefits of Cows Match. Additionally, they hoped to accelerate the implementation of this product while improving the comfort and confidence level of dairy salespeople selling the product.

Other objectives of this program included:

- Improve ability of dairy salespeople to overcome the four major sales objections.
- Increase knowledge and enhance effectiveness of dairy salespeople in selling the Cows Match benefits and advantages.
- Train dairy salespeople on the process used in selling the Intense Feeding Program.
- Provide dairy salespeople with an electronic program that is multi-functional as a training resource, a sales "what-if" analysis tool, and a proposal presentation tool.

"We found we did not have enough expert sales people with the confidence and competence to tell the story about Cows Match."

- Larry Van Roekel, Director of Marketing, Land O'Lakes Animal Milk

### RUSSELL ASSOCIATES' SOLUTION

Russell Associates developed a 4-Part Focus on ROI tool. The four parts of this tool included intensive product training, sales and the sales approach, a resource library, and a proposal writing tool. These four sections were bundled together to provide an overall tool that salespeople could use before the sales call and while developing a proposal.

An important part of ROI was the proposal writing tool. Russell Associates designed and developed a computer program that projects the performance of an animal for the entire birth to weaning segment of time versus only one day projections available through other methods.

### TARGET AUDIENCE

Land O'Lakes Animal Milk Dealer Salespeople

### TRAINING METHOD

Computer-Based Customized Bundled CD Tool

### PROGRAM RESULTS

The ROI tool has been distributed and used by over 300 Land O'Lakes Animal Milk salespeople since it was developed. A second generation ROI tool is being developed in order to reach even more users of Cows Match.

"Our sales of this new category of product, Cows Match, have continued to grow. The ROI tool has definitely been an integral part of that success. I am very proud of Cows Match and what we have been able to develop with Russell Associates."

- Larry Van Roekel, Director of Marketing, Land O'Lakes Animal Milk

