

## CASE STUDY

# LAND O' LAKES PURINA FEED – FUNDAMENTALS OF SUCCESSFUL SELLING TRAINING

## CUSTOMER OVERVIEW

Land O' Lakes Purina Feed is a well known company and feed industry leader. The company addresses the dietary needs of livestock, specialty animals, zoo and lab animals, wild birds, and companion animals.

## CLIENT OBJECTIVE

As a result of combining the sales forces from both brands into one sales group, Land O' Lakes and Purina Mills, an effort was initiated to develop and present training that would provide a consistent and solid basis of sales techniques.

- Increase unit sales and margins of Land O' Lakes and Purina Brand products.
- Provide a sales training program that is delivered as self-learning.
- Develop critical sales position skills in new salespeople.
- Reinforce sales skills in experienced salespeople.

## TARGET AUDIENCE

Employees of cooperatives and independently owned feed dealerships where Land O' Lakes and Purina brand products are sold and for Land O' Lakes Purina Feed salespeople.

## RUSSELL ASSOCIATES' SOLUTION

Russell Associates developed learning resources for Land O' Lakes Purina Feed. The resources were educationally engineered to be effective and efficient and include the following:

1. Custom-adapted version of Selling Techniques computer based interactive training (CBIT) that includes: The Buying Decision, Getting into the Game, Features and Benefits, Four Basics of a Sale, Overcoming Objections, Mighty Minute Selling, The Success Equation, and Pre-Call Planning
2. Selling Techniques Coaching Reinforcement Resources
3. Sales Skill Builders

The Pre-Call Planning module incorporates best-of-the-best pre-call planning processes, such as:

- Why Pre-Call Planning is important and essential, including the cost to make a sales call.
- Organizing the call: scheduling, sales resources needed, anticipating key needs/issues.
- Customer or prospect data: type of operation, market segment, person's responsibilities.
- Competition and current supplier comparison and positioning.
- How to move the buying process forward and gain commitment.
- Opening statements and questions to use during the sales call.
- Importance of Post-Call Review.

The Selling Techniques Coaching Reinforcement Resources include the reinforcement of key learning points from each chapter, and is distributed as the Selling Techniques Coach's Reinforcement Manual.

It reinforces key sales skills through skill building application exercises and peer sharing of experiences related to use of sales skills. Russell Associates' background in agriculture, in general, and the livestock industry, in particular, assures the information was presented and explained in an appropriate and effective manner relative to the industry.

## TRAINING METHOD

Computer-Based Interactive Training (CBIT).

## PROGRAM LENGTH

Approximately 30 minutes per module for each of the eight modules.

