



## **SALES REPRESENTATIVES SELLING SKILLS - SELLING DIRECTLY TO FARMERS**

### **OVERVIEW**

This programme looks at putting together the best structure to manage selling directly to farmers. It covers of all aspects of recruiting, training, measuring and managing a modern field sales team servicing the farmer sector

**Duration: 2 Days**

### **WHO SHOULD ATTEND?**

The course is designed for sales managers or participants who need to call directly onto farms and needed a more defined sales structure.

### **OBJECTIVES**

To drive business, through enhanced service to the farmer. Ensuring what is sold is based on sound technical advice to the farmer, leading to building trust and adding value through the sales team

### **SUMMARY CONTENT**

#### **Day One:**

- Targeted farmer accounts to be called on agree areas and accounts.
- Agree frequency and criteria
- Agree team areas and call frequency and route planning skills
- Agree team measurement process and team expectations
- Agree Sales targets and sales drives
- Measuring the process
- Setting targets and rewards options
- Agree activity phasing
- Agree promotional support by sales cycle
- Agree sales aids required and design
- Agree team approach and introduction to the new service
- Understand the link back to the stores and the team interaction
- Agree a plan on sales meetings and agenda
- Agree expenses and costs and tracking system
- Agree ordering process
- Initial process
- IT Solutions possible and contacts

#### **Day Two:**

- Understanding the difference between selling to a farmer and helping a farmer with specific solutions for them on his specific farm



- Managing your area, time and getting organised
- Using a sales presenter and selling in different products and creating sales stories for your farmer, sharing experience and different product uses
- Identifying the different farmer types and understanding your own selling style
- building relationships
- Getting information from the farmer on his needs
- Giving the farmer information on solutions
- Getting agreement with the farmer
- Dealing with any conflict, payment terms.
- Tips for enjoying and motivating yourself in your new role.

**HOW WILL YOU LEARN**

Blended activity of learning and doing  
Practical session and group discussion  
Total session engagement across the team