HOW TO SELL CONSERVATION

CONSERVATION SALES TRAINING

- TNC asked DuPont Pioneer to lead conservation staff through the sales training they give to their employees
- DuPont Pioneer
  - 2nd biggest seed company in the world.
- **Sales**: clearly explaining the logic and benefits of an action or decision
- Remember, we are not selling practices, we are solving resource concerns

WHAT ARE SOME REASONS FARMERS/LANDOWNERS SAY THEY CAN'T DO CONSERVATION?

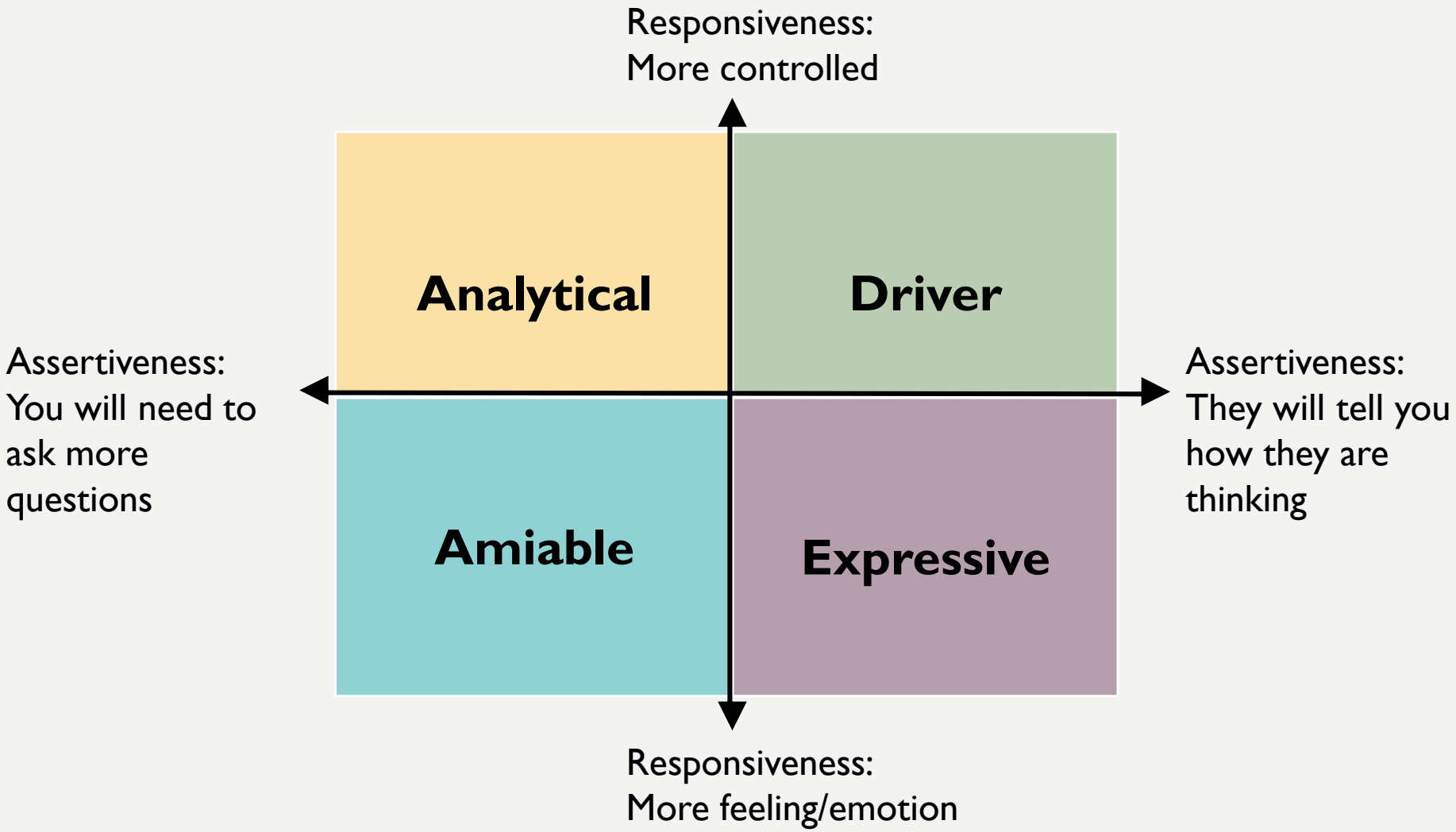
NEGOTIATION SCENARIO

- Ertl's "John Deere 55 Combine" Farm Toy, 1:16, Prestige Collection
  - Target price
  - Range you are willing to pay/spend

TAKE-AWAYS FROM NEGOTIATION SCENARIO

- Set high targets
  - The value of something is relative
  - Importance of framing
- Anchoring
- Manage information

PERSONALITY TYPES



http://changingminds.org/explanations/preferences/social_styles.htm

PERSONALITY TIPS

Analytical Data, facts, methodical Be prepared with details and a longer process	**Driver** Use I, my, goal and action oriented Be efficient, solve a problem
Amiable We, you, team, community Build trust, take your time	**Expressive** Ideas, recognition, opinions, stories Use case studies, relationships are important

- Drivers and Expressives are quicker to make decisions
- Analyticals and Amiables can take longer
- Be better prepared for your opposite type

POSITIONING YOUR PRODUCT ADVANTAGEOUSLY

Be brief.

Be compelling.

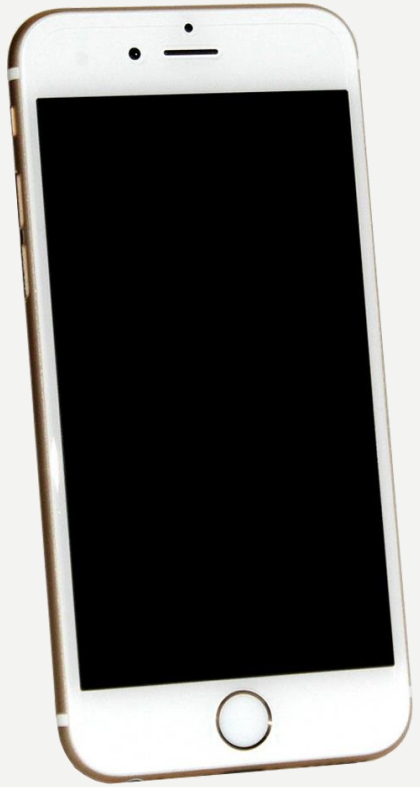
Be repeatable.

BE BRIEF

- Tell them how much time you're going to take up – then stick to that timeline. When will they see you again?
- Make sure to make an "ask" before the end of your conversation – even if it's just: can I call you again?
  - Pioneer: "Don't make your big ask until at least the 4th visit"
  - 27 touches

BE COMPELLING: Market to the Individual - Framing

- What messages/themes would you use to sell an iPhone to a 13 year old vs. 78 year old?
- What features would you highlight?

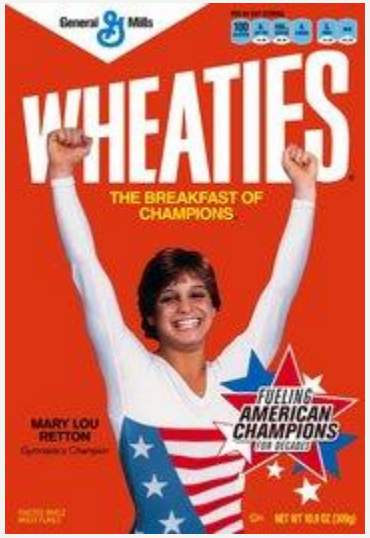


BE COMPELLING

- Before the call/visit:
  - What is important for him/her: yield, profit, time, technology, reliability, security etc.
  - Do you have anyone in common? Farmer?
  - Information you can share with them?
- Framing: define the scenario.
  - Washington Co. Example

BE REPEATABLE

- What is your theme: why should a farmer think about conservation?
  - "roots in the ground year round"
  - "don't farm naked"
- "Tell them what you're going to tell them, then tell them, then tell them what you told them."

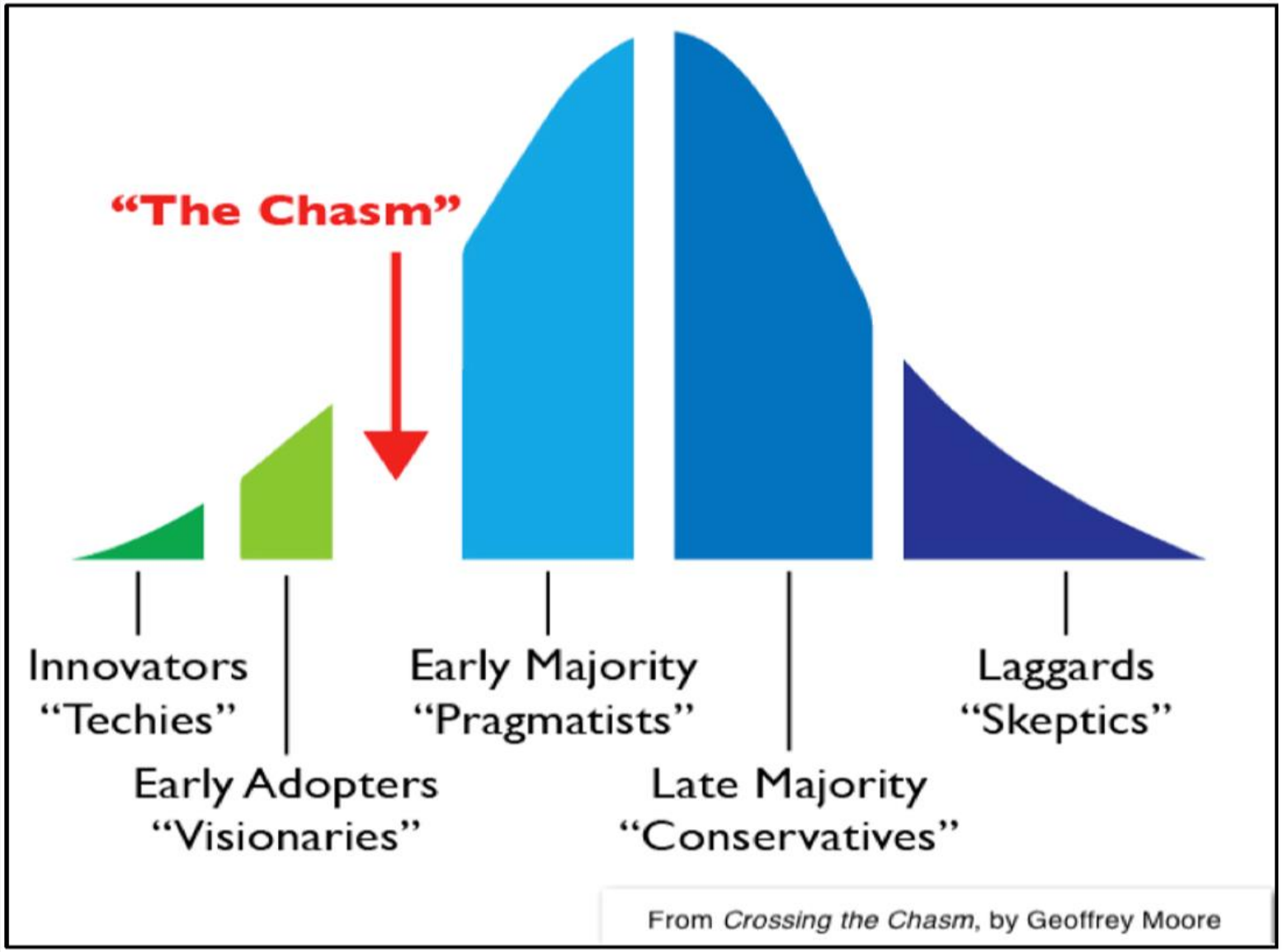


KFC®

NIKE

JOHN DEERE

NWF COVER CROP OUT-REACH GUIDE

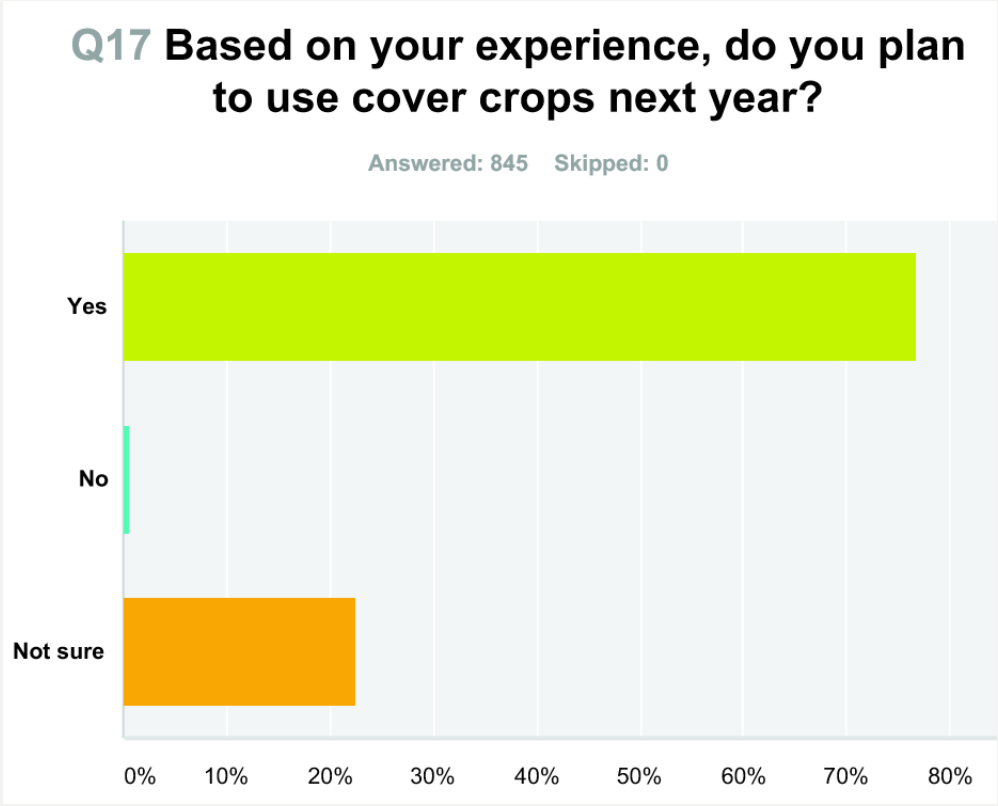


COVER CROPS ARE TOO COSTLY

Re-Frame: Cover crops on level playing field with conventional farming.

- It is a return on investment and they reduce risks
  - Better and more consistent yields: soil health, decreased erosion, better water holding capacity
  - Less herbicide on soybeans following cover crops.
  - Less fuel use. No till, 1970s gas crisis

Message: Cover crops are like investing, like putting money in a 401k. And just like with investing, you need to be in it for the long haul.

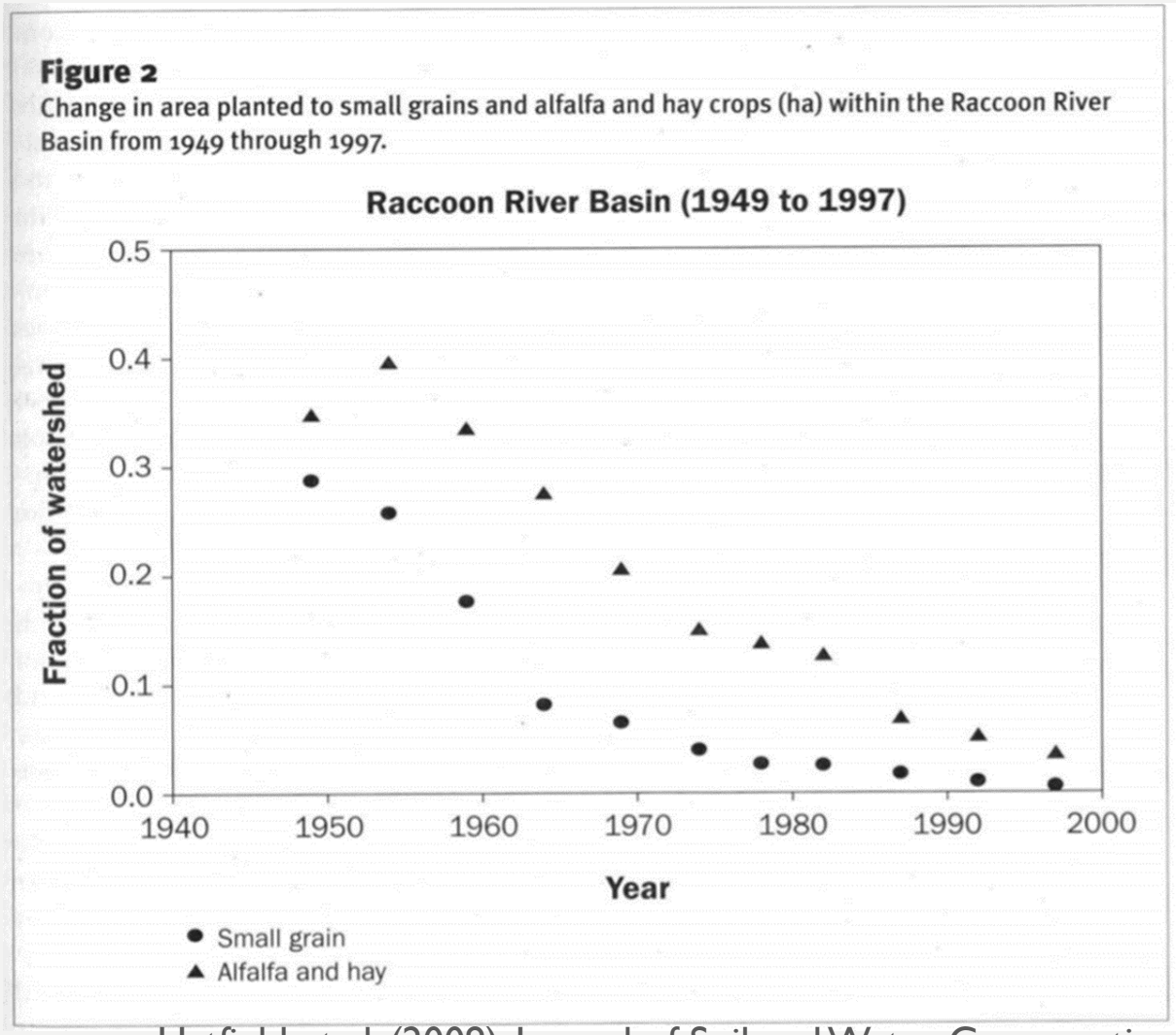


COVER CROPS ARE TOO 'NEW'

Re-Frame: Cover crops are not 'new' they are tried and tested. Corn and beans are the new thing.

- Everyone is doing it! (how many people in that county, state?)

Message: So many farmers are thriving by using cover crops. You need to position yourself to take advantage.



Hatfield et al. (2009), Journal of Soil and Water Conservation

COVER CROPS ARE TOO RISKY

Re-Frame: Cover crops are not a big scary thing, they can help reduce _____ risk. And we all know farming is not risk averse.

Message: Focus on one 'risk' where cover crops can help: variable weather patterns

- In drought conditions rye planted before soybeans can help to maintain soil moisture levels so that you're not in such a time crunch during Spring planting.
- Soil temperature: less variance leading to better environment for soil microbial community

COVER CROPS ARE TOO 'WILD'

- They are hard to control.

Re-Frame: Cover crops are another tool in your arsenal to fight weeds and pests.

- "You know what weeds hate? Competition."
- Decrease herbicide resistance
- Pest management: Reduce soybean cyst nematode pressure compared to standard control measures.

TOP 10 TAKE-AWAYS

- Aim high
- Know your audience – Market to the individual
- Be brief
- Be compelling
- Be repeatable
- Build a relationship, and relationships take time
- Close the deal - listen
- The value of something is relative
- We're not selling something, we're helping solve a problem
- We need to change how we market cover crops so that we are reaching the middle-adopters

SCENARIOS FOR TOY TRACTOR

- Scenario for buyer: You are trying to buy a "John Deere 55 Combine" Toy Tractor. Made by Ertl, it is part of the Prestige Collection and is 1/16 the size of the actual tractor. You have been collecting farm toys for 20 years and this is the first time you have seen this model up for sale. You have seen some models from the Prestige Collection being sold for $250, and there is a similar model being sold on Ebay for $142.50. The toy looks like it has been played with, but is still in good condition.
- Scenario for seller: You are selling a "John Deere 55 Combine" Toy Tractor. You inherited this from your dad, and are not very knowledgeable about farm toys. The box said it is part of the Prestige Collection from John Deere, and it is 1/16 the size of the actual tractor. You have seen other John Deere toy tractors being sold for between $25 - $65. You've seen other toy tractors from the Prestige Collection being sold on Ebay for $250. However, yours has been played with and has a few paint chips.