

## Recommended Agriculture Product Approach

**When driving around - look for:** Small, Medium and Large Operations with activity happening (an open door, unlading a truck, emptying a bin), and I've always met them in the barn or shop and never in or at the house.

**Have with you:** InterNET's tri-fold APSA, Nutriplant SD/SL & AG brochures or the Golf Course Brochure

**Ask for:** the Owner / Operator or Golf Course Superintendent and...

**Vehicle:** Leave your car / truck running with door open

**Say:**

1) "Hi I'm \_\_\_\_\_, and like to drop off some information on some Ag products. And since you didn't know I was coming, I won't take your time today".

2) "I represent 3 agricultural products that have been tremendously profitable for farmers. We have a micro-nutrient, soil and water management program.

3) And I'd like to leave you some info on the products, get your cell phone number, and call you back if there's a level of interest on your part". (they almost always say yes)

**They may ask:** what kind of products do you have?

**I say:** "A seed treatment, foliar feed and a soil conditioner".

**They may say:** I tried a foliar feed before and it didn't work.

**I say:**

1) "A lot of companies are trying to jump on the band wagon and love to put nitrogen in their products, which looks good the next day or 2 but rarely shows up in the grain cart".

2) "Our results are very consistent - and if you decide to try them, I'm confident you'll be happy with your investment and results".

3) "Here are the brochures and I'll call you back and schedule a time where we can maybe get together over a cup of coffee. What's your name & number? \_\_\_\_\_ / \_\_\_\_\_".

For existing IBOs ONLY. Not for use with prospects.  
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