



***"Highly trained,
motivated
sales people
are the greatest
differential advantage
a company
can have in the
New Marketplace."***

R.C. Thomas Company

Rod Osthus is President of the No.1 Seed Sales Training and Consulting firm in North America. After nearly 40 years in the seed business Rod has developed a unique understanding of how to stay "relevant" and ahead of all of the changes that continue to revolutionize selling. The selling skills he teaches helps sales people lead 21st century growers where they don't know they need to go. Because products, technologies and production practices change so fast, farmers can't keep up and need someone to lead them into the future.

Rod's extensive background in research, production, sales and marketing give him an in-depth understanding of the agricultural business few people have.

Rod Will:

- Challenge your current beliefs and tactics
- Demonstrate the easiest and most effective way to sell growers
- Send you home more prepared than you have ever been

*"The secret to success in the seed business is to learn everything you can, regardless of how much you think you already know. Practice at the "insane" level until you have the social skills to apply what you have learned. Then present **yourself** in a manner that demonstrates the highest level of knowledge and leadership possible. This strategy insures that the salesperson **and** the customer wins every time."*

Rod Osthus



Professionals in Sales, Marketing, & Consulting