

# Seed Seller

TRAINING JOURNAL V7 | N2.3

*The Greatest Partner  
I Ever Had In  
The Seed Business...*

**My Spouse**

## In This Issue

- 02 The Greatest Partner I Ever Had In The Seed Business... **My Spouse**
- 03 What Kind Of Company Do **YOU** Want?
- 04 **SUCCESSFUL SELLING**/Are You Selfish?
- 05 **TIPS FROM THOMAS**/Thank You
- 06 **POINT OF SALE**/Your First Year
- 07 The "YOU" Factor
- 08 How Will The Next Sales Year End For You?





**The Greatest  
Partner  
I Ever Had In The  
Seed Business...  
My Spouse**

**T**he seed business can be very challenging, especially if you have to go it alone. Fortunately for me, I didn't

have to do that. I had someone to provide me with serious support and help me every inch of the way. That someone was my wife Sharon. She was far more help than any one of my company Teammates could have ever been and she was also the one closest to me and closest to my business.

After we married Sharon decided that, once we had children, she would become a stay-at-home mom. What I didn't realize was, in her mind, being a stay-at-home mom meant a lot more to her than just taking care of the house and the kids. To her it meant having more time than she otherwise would have had to support me in my job. As a result, our entire marriage was spent working in our seed business. It became our career.

It didn't take long for Sharon to learn the seed business and to know almost as much as I did—all the way from research to sales. She often amazed me with her level of understanding and resourcefulness when it came to knowing where to help out. When I was in research, she helped hand shell corn for winter nurseries at night, plant replicated trials in the spring and she was right there by my side making hand pollinations during the summer. When I left research and got into sales, she became almost instinctive when it came to helping me take care of my dealers and customers. Whenever they called our home during the busy season, she cheerfully answered the telephone and offered to help. Eventually, most of my dealers told me that when they called they would rather talk to her than me. That was music to my ears. That meant they liked her and the way we conducted our business. She assembled sales manuals for dealer kickoff meetings and conducted wonderful and exciting ladies programs to entertain our dealers' wives for years to come. Sharon never complained when we had to deliver seed to a dealer or customer on our way to Grandma's house on a Saturday afternoon. She even brought our first child Katie with us on numerous sales calls and witnessed the signing of a number of new dealers.

In 1994, Sharon and I started our own business called the R.C. Thomas Company. Once again, she expanded her role as a stay-at-home mom in order to manage the office, print materials, assemble manuals and make sure I had clean clothes when it came time for me to travel and see a client. We worked day and night to get the business off the ground but even

in the most uncertain of times, she never second-guessed what we were doing. Sharon was an amazing talent and a caring partner throughout my career.

Sharon and I were married for 38 years and six months but on January 14, 2011—her dad's birthday—she passed away from a severe brain hemorrhage. Needless to say, our family and friends were in shock. Sharon had already fought a great fight, having gone through a bone marrow transplant which included 13 months in the hospital; she had beaten the Leukemia and had been in remission for almost three years. In fact, over Christmas and into the New Year, Sharon was having some of the best weeks of her life since before she had gotten sick. Although she was using a walker to get around, her zest for life was coming back. Then the unexpected happened.

Sharon was a wonderful person, mother, wife and grandmother whose entire life centered around her family. And no one was better than Nana when it came to cuddling grandchildren close to her side, reading or playing games with them at every opportunity. She had the perfect touch.

Today, because of her commitment to our family, we are blessed with three of the most fantastic children in the world—Katie, Thomas and Anne. Sharon played the key role in teaching our kids right from wrong, the value of humility and the importance of always writing or saying Thank You when someone had done something for them. And it was her belief in her Lord Jesus Christ that kept her going every day and helped her instill the right values in our children. She was a Believer and studied her Bible every single day.

We wanted to use this edition of the *SeedSeller Training Journal* to honor Sharon and her memory. We also wanted you to know a little bit more about how our lives have been enriched and how the RC Thomas Company has been blessed by her presence. I'm sure many of you have a spouse or someone very close to you, like Sharon, who has been and continues to be "your partner" in your business. We often have a tendency to overlook or take for granted the things our partners do for us. If you work out of your home and manage a sales territory, you know how important it is to have the kind of support for yourself that Sharon gave us. We hope this brief article on Sharon will remind you of all of the great things your spouse does for you each and every day. Blessed be your spouse as you work together, in whatever capacity that may be. And Blessed Be Sharon's Memory.