



ARE YOU READY TO TAKE YOUR SALES TO THE NEXT LEVEL?

CAMP[®]
Creating • Accelerated • Maximum • Performance

Rock Island, IL | June 22-24, 2014

Letter from Rod Osthus

I'm a sales street fighter at heart and I've been in your shoes. I sold seed during years when we had devastating floods, massive droughts, seed shortages, and even the infamous P.I.K. year. You name the challenge and I've faced it. I've been in price fights, side-by-side contests, and gone toe-to-toe with the competition whose only goal was to steal my business. I spent nights, weeks, and even months away from my family trying to grow my sales territory and help the company increase sales.

Even though I was successful over time, I still made many, many mistakes. Many of those mistakes should have, and could have, been avoided.

You see there was no road map for me to follow. There was no manual to read, classes to attend, or website to visit (the internet didn't even exist!) to help me learn how to sell to farmers. There were no books, CDs, or online videos that dealt specifically on how to sell a living, breathing organism like seed. I wanted to learn a better way to sell in the agricultural marketplace and the only place I could go at that time was the school of hard knocks.

That is why I created CAMP (Creating Accelerated Maximum Performance). I wanted to provide the opportunity and resource to the seed and Ag sellers of today. This program is specifically designed to take your sales to a whole new level. It doesn't matter if you're a rookie opening a brand new sales territory, or a seasoned veteran, CAMP will challenge you, teach you, and show you there is a better way to sell in today's world of agriculture.

Happy Selling,



"After completing CAMP, you will have the tools and knowledge to understand true selling tactics without relying on your products, prices, and technologies. Thus, your sales will grow geometrically."

Who is Rod Osthus?

After 40-plus years in the seed business, Rod has developed a unique understanding of how to stay relevant and ahead of all the changes that continue to revolutionize selling.

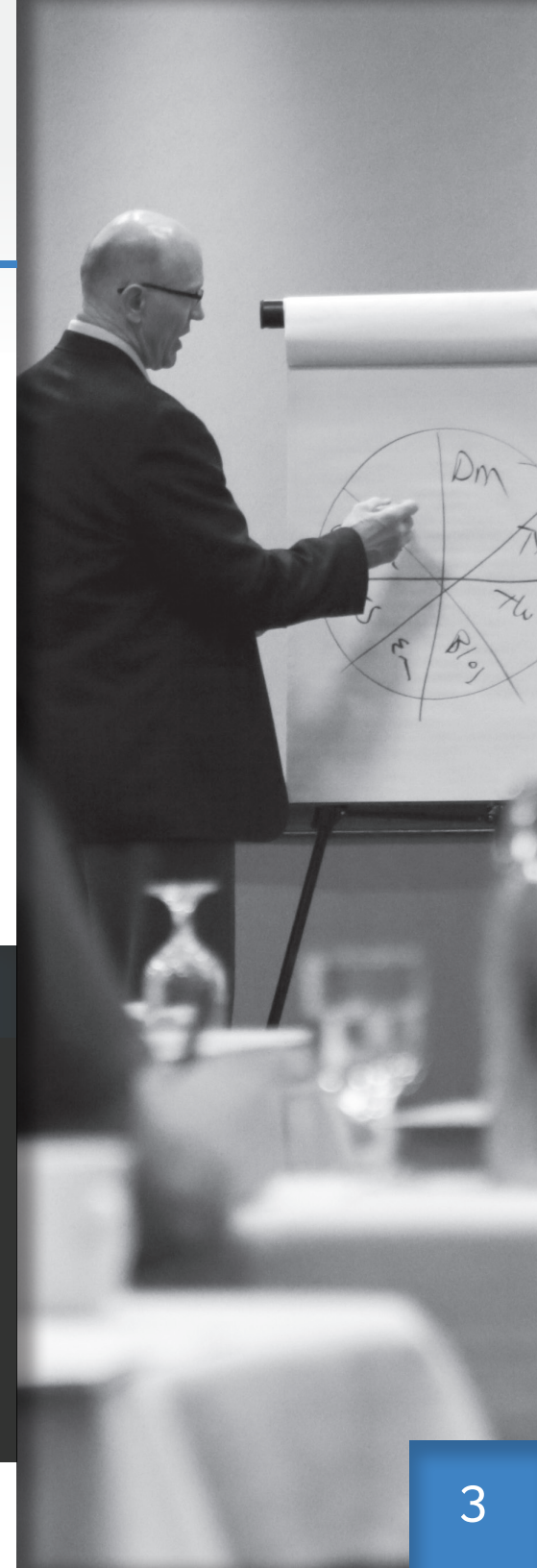
The selling skills he teaches help salespeople lead 21st century growers where they don't know they need to go. Since products, technologies, and production practices change so fast, farmers need smart, young-thinking sales reps who are constantly working to improve themselves so they can lead their customers into the future.

Of the 17 years he spent selling seed, Rod orchestrated 17 consecutive years of sales increases, supervised more than 1,200 sales reps, and 42 District and Regional Managers. Today Rod is the President of the R.C. Thomas Company—the No. 1 Seed Sales Training & Consulting Firm in North America.

Rod's extensive background in research, production, and sales and marketing, gives him an in-depth understanding of the agricultural business that few people have. Rod continues to work with independent regional companies all the way up to Fortune 500 corporations across the globe.

ROD'S BIO

- *40-Plus Years in the Seed Industry*
- *Bachelor of Science in Agronomy from SDSU*
- *Registered Seed Technologist*
- *Research, Trojan Seed Company – 5 1/2 years*
- *Director of Hawaiian Research, Maui, Hawaii – 2 years*
- *First employee, eventually became VP of Sales – Keltgen Seed Company – 17 years*
- *Founder and President, RC Thomas Company – 20 Years*



What is CAMP?

CAMP stands for Creating Accelerated Maximum Performance. It is the first in a series of R.C. Thomas multi-day training programs created and presented by Rod Osthus. This program is the most complete and intensive training session you and your Team will ever experience.

CAMP introduces students to a whole new way of selling seed and agricultural products. Whether you are new to the business or a seasoned veteran, CAMP will completely immerse you into the world of selling by teaching sales tactics and hands-on skills that you and your team can use the day you leave the session.

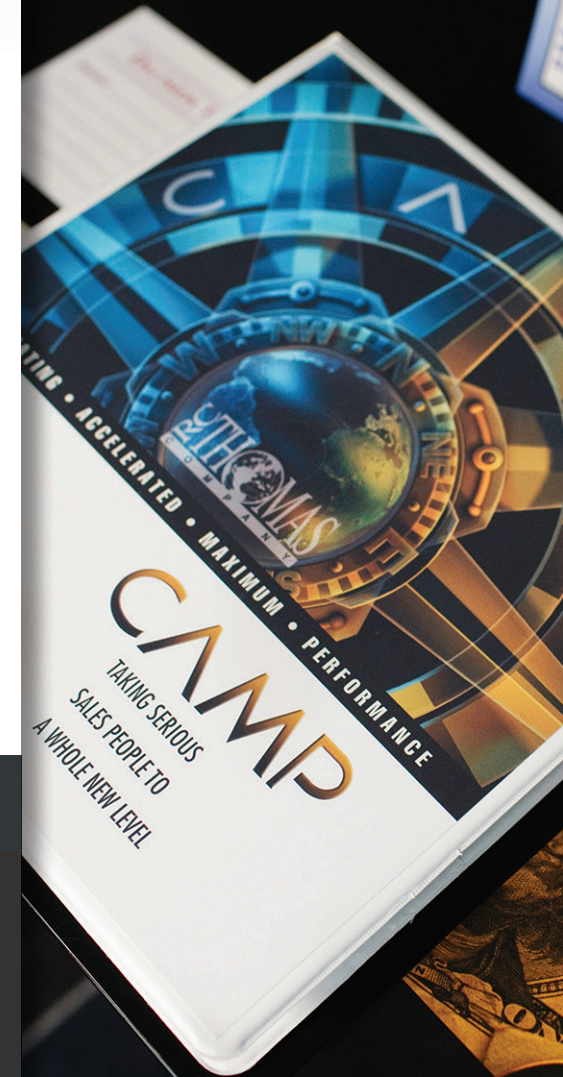
Who Should Attend CAMP?

Whether you sell direct, through retail centers, or through a dealership, CAMP will be the most exciting and profitable time you'll ever spend learning how to attack the new marketplace. This program is ideal for those who have to execute at the street level, and especially for those who oversee a sales territory and have to find, hire, and train a team of sellers within a confined area. If you want real change in your sales territory or company, it starts with a leader.

Every year we have CEOs, General Managers, Sales Managers, Regional and District Sales Managers, Agronomists, Retailers, and Dealers attend CAMP to improve their own and their team's selling skills.

ATTENDEES LEARN HOW TO:

- *Set themselves apart from the competition*
- *Get customers to order their inputs earlier in the year*
- *Get more customers to buy 100% of their needs from them*
- *Get growers to focus less on price, allowing them to control their margins*
- *Protect their products' performance on every single farm*



REGISTER FOR CAMP

Note: This summer's CAMP is open to the general public and any person, from any company can attend. Due to our increased demand for working with companies all across North America, this will be the only public CAMP offered in the 2014 calendar year. If you miss this event, you will have to wait until the summer of 2015.

Attendees from all parts of the USA, Canada, and across the globe, attend the best seed sales training seminar offered in the world and this event always sells out. If you plan on attending, don't delay and register today by visiting rcthomas.com/camp or click the button below.



**Register by April 15 and
save \$100 by using the
promo code: EARLY**

Register Now >>

rcthomas.com/camp

Location & Dates

When we have attendees traveling from every part of the United States and Canada to attend CAMP, it can be difficult to find a location that accommodates everyone. Every year it is our goal to stay as centrally located as possible, especially within the Corn Belt, to make driving and air travel as convenient as possible for everyone.

This year we will be hosting CAMP at **Jumer's Hotel & Casino**. This newer facility is in **Rock Island, Illinois**, which is located on the western edge of the state, 160 miles southwest of Chicago, bordering the state of Iowa by the Mississippi River. Rock Island is part of the metropolitan area known as the Quad Cities, which consists of Rock Island and Moline, IL, along with Davenport and Bettendorf, IA.

Jumer's Casino & Hotel is easily reached by any of the interstate highways surrounding the Quad Cities, making driving very easy. If you need to travel by air, you can do so directly into the Quad Cities International airport or fly into Chicago, which is a two-hour drive from Rock Island.



Jumer's Hotel & Casino | Rock Island, Illinois



CAMP Dates: **June 22-24, 2014**

		Most Popular
	Signature Level	Master Level
Total Number of Tickets Available	45	15
2 1/2 days of Live Training	X	X
Breakfast & Lunches	X	X
300-Page CAMP Manual & All CAMP Materials	X	X
Great Industry Networking Opportunities	X	X
Sales StoryBook Template	X	X
Progress Report Template	X	X
Welcome Hors d'oeuvre & Cocktail Session with Rod & Team on Sunday	X	X
Reserved Seating in the front of the room		X
FREE eBook & Audio Book / Why SeedSellers Fail (\$50 Value)		X
Objection Journal / Spiral-Bound Journal Containing Word-for-Word Scripts on Handling Sales Objections (\$100 Value)		X
5 Part Video Series / How to Properly Plan & Conduct a Customer/Dealer Mtg. in Your Territory (\$200 Value)		X
Personal Phone Call from Rod / 30-Day Personal Follow-Up Call from Rod Osthus (\$500 Value)		X
Master Level Session / Rod Teaches Master Attendees How to Recruit, Hire, and Train Top Dealers, Retailers & Direct Sellers for Your Territory (\$1,000 Value)		X
Early Bird Discount (DEADLINE of April 15th)	\$897	\$1,397
Standard Pricing	\$997	\$1,497

Schedule *Sunday*

Welcome Reception - Introductory Lesson:

This event kicks off with an opening reception on Sunday evening. You'll have the opportunity to mingle with fellow agricultural industry professionals and meet Rod and his team during the hors d'oeuvres and cocktail hour.

Following the welcome reception, Rod sets the tone for the next two days and teaches an introductory lesson on the 21st Century Marketplace and explains how to get the most out of the next two days of CAMP.

Introduction to the 21st Century Marketplace:

Creating relevant reality—most salespeople are irrelevant and obsolete to growers since they are believing in the wrong things. What they believe is reality, is no longer the real reality.

CAMP Laws:

Six laws that must be followed to grow in this marketplace.



Schedule *Monday*

Personal Belief:

The number one obstacle to getting a sale is not product performance, supply, or the competition. It is having a high enough belief in yourself, your company, and your products, no matter what happens in the marketplace.

Personal BIO:

The BIO is the conduit by which belief is transferred to prospects and customers to get them to follow you, buy your products, and want your products to win.

P.R.O. Concept:

This concept is key to getting appointments, have prospects return calls, get larger orders the first time, and have more 100% customers. It is the system of how a sale takes place.

The Laugh Test:

A midpoint survey conducted at CAMP to discover what students may be laughing at—in essence, not believing. This short survey allows us to revisit key principles that need to be understood in order to proceed and succeed.

Leading:

Who is responsible for your products' performance on customers' farms? You or your customer? How to get customers to take responsibility to ensure your products win on every farm, every year.



Schedule *Tuesday*

Changing:

What changes can we make to get farmers to develop cropping plans based on your schedule, pay on your schedule, manage their own returns, and defend your products instead of judging them?

Prospecting:

How to get more new customers than you expect to get every year, and get them to buy more than you expect them to buy.

Price:

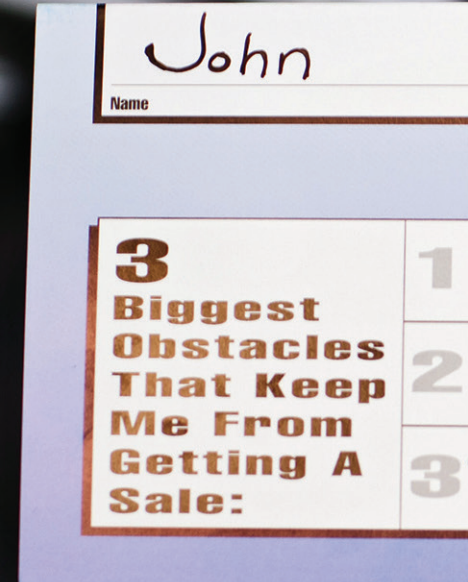
One of the most important topics covered at CAMP. How to stay out of price conversations with prospects and customers, and to avoid price fights with competitors on every sales call. How to get customers to see all of the values you have to offer without ever bringing up price.

Sales Story:

The sales story determines whether or not an order is written. It determines when customers come on-board with you and how long they stay with you. The sales story is one of the only two things sellers need to get a sale.

Role-Play:

What grade would you get on a test if you knew the answers prior to taking it? Probably an A. That is what role-play practice does. It puts you in total control of the outcome of every sales call and shows you how to stay in control.



Testimonials

The Key To More Than Doubling My Seed Sales

“As a professional seed seller and a professional bass fisherman on the FLW tour, I am always looking to improve in both professions. Rod’s ability to teach me to strive for more, in ways that most people never think of, was the key in more than doubling my seed sales. His organization and planning skills have even helped me catch more fish. As a top seed seller and accomplished bass angler, I consider Rod Osthus the number one person in my book for helping me achieve my goals and more. Thanks Rod!”

Shad Schenck | District Sales Manager – Monsanto

Makes You Think Outside The Box

“Working with Rod Osthus and the R.C. Thomas Company continues to improve my sales skills and my ability to build stronger relationships with my customers. Rod constantly encourages me to think outside the box! If you are looking to enhance your sales skills, I strongly recommend working with the R.C. Thomas Company.”

Eric Boyer | Seed Specialist – AgVenture PureLine Seeds

CAMP Is A Mainstay Of Our Training

“The R.C. Thomas CAMP is a great way to get seed sales personnel in the proper frame of mind to be successful in today’s fast-paced environment. Wensman believes in training and CAMP is a mainstay of our program. We utilize CAMP for our entire sales team—new and old. It’s a great investment that brings solid returns.”

Jeff Wensman | Brand Manager – Wensman Seed Company

All I Can say is Wow!

“I have attended five of Rod’s CAMPs and all I can say is Wow! Every CAMP has been different and each year I return to the marketplace with new 21st century sales strategies and an energized sales story to help me increase my seed sales. I truly believe it is the best investment any seed seller can make!”

Paul Benson | Sales Representative, Iowa

Testimonials

I Gain More Perspective on the Challenges our Sales Force Faces Every Day!

“Each time I bring a group to CAMP, I gain a little more perspective and knowledge on the challenges our sales force faces every day. Further, many of Rod’s points also apply to the roles I play in our company. After all, it’s all about selling yourself and developing a relationship!”

J. W. | Sales Manager, Illinois

Great Job Establishing the Groundwork!

“Great job on establishing the groundwork on HOW you go to the marketplace. Concepts are spot-on in the fact that we need to change constantly on how we approach the marketplace. Just what I was looking for to help establish my young sales team. Thanks for challenging me and the members of my team.”

Shane Ohlde | CEO, Kansas

Never Sold Seed Before But Now I’m Confident I Can

“Very educational for me, as I have never sold seed before, but now I feel confident I can go out and make the sale.”

B.M. | Lake Preston, South Dakota

Provided Me With New Direction

“CAMP has provided me with the direction I needed as a new DSM in the seed business. Staying ahead and ‘Outside the Circle’ will be stamped in my brain forever.”

Phil Smith | DSM

FAQs

Is this sales training specific to seed or is it general sales training for all industries?

CAMP focuses almost exclusively on agricultural products, particularly seed. Since the seed sold to farmers is a living organism, a farmer's livelihood, and a product whose performance is out of the seller's control, it is the most difficult product in the world to sell.

However, we have numerous people from outside the seed industry who attend CAMP and find it to be one of the most beneficial and exciting sales training sessions they have ever attended. ALL of the principles taught by Rod crossover into virtually every other industry out there—whether you sell seed or not—CAMP is the right fit for you.

What are some specific topics you cover at CAMP?

We begin talking about the marketplace and what that marketplace demands from salespeople if they want to succeed today. We discuss the sellers and describe the kinds of things they need to do if they want to play the game and win. Then, we work our way into our vehicles (theoretically) and make a sales call to demonstrate how to put everything we talk about together and into a sales call.

Individual topics include how to make the best first impression on a sales call, how to stay in control of the sale from the start, how to develop an effective sales story, how to handle objections, how to make sure your products win on 95% of the farms, and much much more.

How many Public CAMPs do you put on each year?

Our June dates will be the only CAMP Level I session open to the public in 2014. The rest of our time is spent working directly with sales reps and inside companies, facilitating customized training courses. Unfortunately, if you miss our 2014 sessions in June, you will have to wait until 2015 for another opportunity.

FAQs

Why should I attend CAMP?

This program is designed to make you the best. This program will challenge, teach, and encourage you to not just sell a product, but to make a real difference with the growers and farming operations you work with.

If You Want To:

- Protect your products from the 1,000 variables
 - Overcome price obstacles
 - Gain more confidence
 - Be perceived as a leader
 - Grow your territory and/or dealer force
 - Make more money by increasing your sales
 - Improve efficiency and spend more free-time with family
-

I've been to CAMP before, should I attend again?

CAMP is updated every year and most CAMPers find they get even more out of CAMP by returning for another session.

FAQs

Who should I send to CAMP?

Every person in your company should attend CAMP. Sales success is not about training one or two new people. It's about everyone in the company understanding how sales take place because everyone in the company has the exact same job—creating customers. And to do the best job possible of creating customers, the entire Team needs to understand, and be involved in, the process.

Is this training for just field sellers or upper management as well?

Every person involved in company management should absolutely attend CAMP. Managers not only need to understand the principles taught at CAMP, but because attendees are asked to make so many changes in order to succeed in the 21st century marketplace, those managers also need to support those sales team members so they have every opportunity to follow through with those changes.

To see real changes, the sales reps and management need to be on the same page, working towards the same goal.

Is it best to just send my rookie sales reps?

The 21st century marketplace has changed a lot and so has selling to farmers. Every field seller you have needs to attend CAMP and learn these techniques if they plan to grow along with these modern-day farmers.

The biggest mistake that we see is when companies only send their rookie sellers just to have them return back and pick up the bad habits of all their fellow veteran sellers who haven't changed in 20 years.

FAQs

Should I bring some of my best dealers?

You should make sure ANYONE, whether a dealer, commission rep, or full-time seller, attend CAMP. They are all asked to do the same job, which means they should all receive the same training. Your dealers absolutely need to attend, and will get a lot out of this type of training, especially when we talk about time management and being viewed as a leader among neighbors and fellow producers.

Who does the presenting?

Rod Osthus does all of the presenting at CAMP. Rod is the President and Founder of the R.C. Thomas Company—The #1 Seed Sales Training & Consulting Firm in North America.

You can read his full bio here: <http://www.rcthomas.com/rod>

Where is the training session/ hotel located?

Jumers Casino & Hotel
777 Jumer Dr.
Rock Island, IL 61201
(800) 477 - 7747

FAQs

Do we book our own hotel rooms?

Yes, CAMPers are responsible for booking and paying for their own hotel rooms. Each year, the R.C. Thomas Company reserves a block of rooms at a special rate for attendees. Once you register for CAMP, you will want to immediately call and reserve a room under the R.C. Thomas Company block.

Jumer's Casino & Hotel phone number is (800) 477-7747.

Is food included in the registration fee?

Your registration fee includes a full breakfast buffet each morning, noon lunches, and morning and afternoon snacks during the seminar. On the first evening of CAMP, an evening social hour with drinks and plenty of hors d'oeuvres is available to all attendees and is sponsored by R.C. Thomas Company. Attendees are responsible for their own evening meals.

What airport should I fly into?

When traveling by air, you will fly into the Moline, IL airport (MLI). You can fly into Chicago or surrounding cities as well.

FAQs

If I register and have to cancel, can I get a refund?

We offer a full refund up until 20 days prior to the session. After the 20 days, only a partial refund is available.

Is there a dress code?

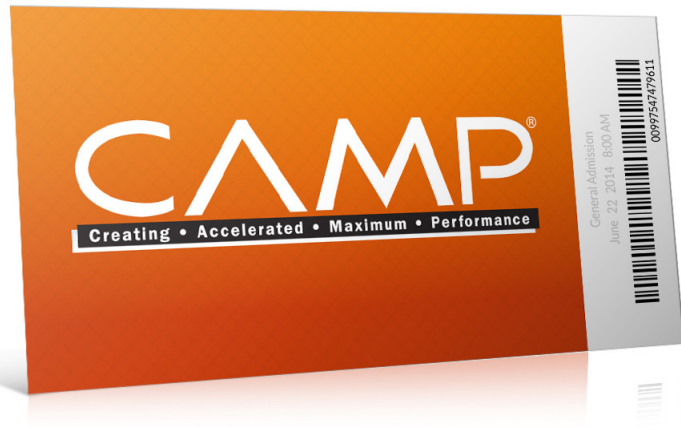
Dress is business casual. We will talk about the importance of proper dress in selling, but feel free to dress casually, if you wish.

CAMP is the ONLY training sessions taught by a facilitator who makes sales calls with field sellers, follows planters, walks fields, and rides harvesters. If you want to succeed, you need to come to train and learn 21st century sales tactics.



Rock Island, IL | June 22-24, 2014

ARE YOU READY TO TAKE YOUR SALES TO THE NEXT LEVEL?



We intentionally keep the numbers limited to have a more intimate and engaged group of sales reps and managers.

Master level tickets are very limited and available on a first-come, first-serve basis.

Register by April 15 and save \$100 by using the promo code: EARLY

Register Now >>

or simply visit rcthomas.com/camp

