

Rod Osthus

RC Thomas Company Founder and President



ABOUT ROD

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.

During 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, based in Olivia, Minnesota, Rod is President of the R.C. Thomas Company—the No. 1 Seed Sales Training and Consulting Firm in North America.

Rod's extensive background in research, production, sales, and marketing, gives him an in-depth understanding of the agricultural business that few people have. Rod provides 21 century sales and marketing strategies to agricultural companies world-wide.

EXPERIENCE

- *40-Plus Years in the Agricultural Industry*
- *Bachelor of Science in Agronomy from SDSU*
- *Registered Seed Technologist*
- *Research, Trojan Seed Company (5 ½ 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-Plus Years)*



SEED SALES TRAINING & CONSULTING

www.rcthomas.com