



# We Help **EXPLODE** Your Seed & Ag Sales

*The Only Sales Training Firm Dedicated to Agricultural Sales*





# EVENT Details

**WHEN:**

*We are excited to host your upcoming company event featuring Rod Osthus, President of the R.C. Thomas Company.*

**WHERE:**

*The upcoming event is designed to help you navigate your way through the difficult world of selling.*

*This training will give you and your team members the tools and training you need to succeed in the 21st century marketplace.*

*We look forward to seeing you there!*

# ABOUT Rod Osthus

*RC Thomas Company Founder and President*

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.

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.



## ROD WILL

- *Challenge your current beliefs and tactics*
- *Demonstrate the easiest and most effective way to sell to 21st century customers*
- *Send you home more prepared than you have ever been*



**SEED SALES TRAINING & CONSULTING**

[rcthomas.com](http://rcthomas.com)