



ONE-ON-ONE COACHING

ACCELERANT

Dealer Fellow Seed Seller,

Can you answer the following three questions?

1. Where do you want to take your seed business in the next 3-5 years?
2. What's your plan to get there?
3. What's keeping you from getting there?

Most seed reps have answers to the first two questions.

They will set goals for where they want to take their businesses and they will assemble a plan to get there.

But few, if any, can answer question three correctly—what's keeping them from getting there? If you can't answer question three correctly, the answers to questions one and two mean nothing.

ASK YOURSELF...



Do you continue to have challenges facing your seed business that you haven't been able to overcome?



Do prospects and customers control when they want to buy, what they want to buy and how much they want to pay?



Do you find competitors attracting your customers with ridiculous programs that don't offer any real benefit to customers?



Are you feeling frustrated and struggling to grow your seed business the way you have in the past?

LET ME BE YOUR GUIDE

I've had sales increases, not just in years when selling was easy, but in years of extreme drought, floods, seed shortages, and massive set-aside programs, such as Payment in Kind in 1983 when nearly one-half of all the acres were taken out of production.



Are you happy with your *current seed sales*?

Are you satisfied with the number of farmers who are buying from you?

Are you satisfied with how much business each of those customers is giving you right now?

If you're not, you need to change. You need to adopt my 21st century seed selling tactics. I know changing isn't always easy.

But I also know what happens when you don't change.

I've dealt with product performance issues, been in price fights, got my butt kicked in test plots and side-by-sides, and faced rejection.

I've been there and I've got the t-shirt!

As I spent years pursuing sales to grow my own territory, I soon realized that spending more time behind a windshield and putting more miles on my truck was not the answer.

Selling seed doesn't start with a product. It starts with YOU!

First, I need to share an important truth with you: Product will not get you on the farm, and it certainly won't keep you there.

Too often we start believing that products, programs, and a cheaper price is the trick to getting more sales. While those might be helpful for a quick one-time sale, they ultimately will not help you grow and maintain significant sales or company growth long-term.

What I'm about to show you will create a roadmap for you to achieve more!

ACCELERANT ONE-ON-ONE COACHING

I'm 100 percent certain that nothing can more positively impact a person's work and life, than being guided by the right mentor, with the right plan, *who provides timely support*.

That's what I want you to experience, and it's why I believe the **Accelerant Coaching Program** is so important.

But it's not for everyone.

This personalized program is limited to those who want to achieve even higher levels of success in their careers and in their lives than they are currently experiencing.

HOW DOES IT WORK?

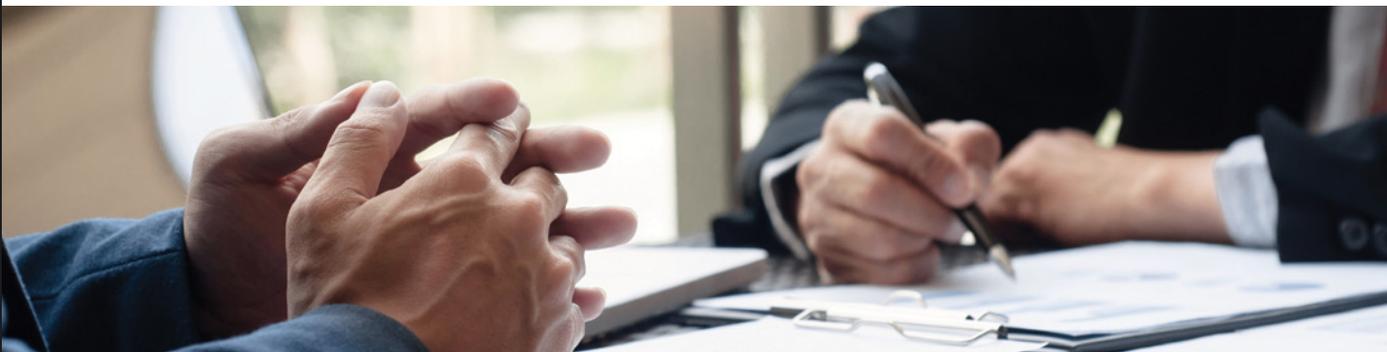
I will host a one-one-one, full day meeting with you six times a year in Minneapolis, Minnesota. Then to maximize our interaction, I will lead a 90-minute personal video conference call with you six times per year.

In addition, you will have access to my cell phone, email, and text messaging services anytime you need guidance or just want to chat.

This one-on-one program is designed specifically for a limited number of Seed Sellers, Managers or Leaders who want to enhance their careers and their personal lives.

You need more than a business plan to achieve your sales goal.

You need someone to help you identify processes to that sales goal that have become obstacles in your way of achieving the goal. Until you change those processes from obstacles to pathways, you will not reach your goals and take your seed business where you want it to go.



THE PLAN

To be truly successful, you need three key components: a guide, a roadmap, and iron. When I finally integrated those three components into my own life-plan, everything came together—creating a happier, healthier, and more successful life for me and my family.

3 STEPS TO SUCCESS



1. HIRE A GUIDE

Get the right guide to keep you accountable and become the exceptional leader you were born to be.



2. CREATE A ROADMAP

Plans, ideas, and goals mean absolutely nothing without action and execution.



3. IRON

“As iron sharpens iron, so one person sharpens another.”
- Proverbs 27:17



THE INVESTMENT

How many of your goals are not being accomplished because you are so busy working in the business? How much revenue are you missing out on because your company is not reaching the potential you know it's truly capable of? What's your plan to navigate your company into the future?

Not having a proven coach in your corner may already be costing you and your company a great deal.

My regular fee is \$7,000 a day for consulting/sales training.

In **Accelerant Coaching**, you're getting one-on-one bi-monthly (6) video conferences, and six day-long one-on-one private sessions. You also have the freedom to text, call, or email me for advice, opinions, or ideas whenever something pops up! **#value**

MONTHLY	YEARLY
\$1,916/MO*	\$28,000/YR*
*\$5,000 deposit, remaining \$23k over 12 monthly payments	*Deduct \$5,000 if paid in advance
Total of \$28,000	Total of \$23,000

For additional information on this exclusive coaching program, please visit rcthomas.com/accelerant



MAKE THIS YOUR BEST YEAR EVER

Have you dreamed of not only reaching, but blowing past, your sales goals? Or wanted to gain that profound sense of peace that comes with knowing you're making a real impact with every farming operation? Or have a life with more financial freedom and time with those you love?

It doesn't have to remain a dream.

You can transform yourself from an average entrepreneur/sales rep with a big dream to a confident, effective leader who farmers rely on to help make important crop management decisions.

You just need the right coach.

If you're serious about achieving new levels of professional success, building a life that brings joy and fulfillment, getting in the best shape of your life, and finding your place in the larger story, then **Accelerant Coaching** is for you.

Sincerely,



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ACCELERANT



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