

OBJECTIONS & ROLE-PLAY

# Snake Bait SCRIPT



In order to stay in control of your territory and keep the snakes away, you need to be sure you're not creating your own "snake bait." That is, you have to make sure you're not attracting snakes by the things you are doing or aren't doing.

Do you know what to do or say when your prospect or customer is baiting you? That is, they're unknowingly setting up a trap for you to be bitten by a competitive snake. Always be aware of this particular bait. It's the most common trap seed sellers fall into.

For example, when a prospect or customer tells you, "***It's too early to order. I don't know what I'm going to do yet,***" they have just placed bait in the trap that you will be caught in. That trap is believing that it actually IS too early to order. If you believe that, you will be bitten by the competitive snake who will slither in and sell that customer or prospect at a later date.

We know it is NEVER too early to order. Farmers may have lots of excuses for not ordering early, but they will have no real reason why they shouldn't. NOTHING should stop your ability to continue to create cropping plans for every farmer out there. NOTHING.

I want you to read, study, and practice this role-play until you have it down. Watch what happens to this prospect's attitude throughout the sales conversation.

**The farmer says at some point during the conversation, "It's too early to order, I don't know what I'm going to do yet."**

**You:** Ok. Where do you want to take your yields next year?

**Grower:** I really don't know. I really haven't thought that much about it. I'm just trying to get through this crazy year.

**You:** I know what you mean. How does your crop look right now? Have you been out in it lately?

**Grower:** No, I haven't. To tell you the truth, I'm afraid to look.

**You:** I've been in a lot of fields over the last few days. There is a lot of variation, but all of the really great ones have one thing in common—those growers followed the Top 5 Factors to Produce a Top Crop to the letter.

**Grower:** Really?

**You:** Yes.

**Grower:** What are the Top 5 Factors to Produce a Top Crop?



**You:** Well, they're a lot easier to explain by showing you. I've got a thermos of coffee in my pickup, cold bottled water, and some candy bars. Let's jump into my vehicle and look at a couple of your fields. It'll be fun and I'd love to see them.

**Grower:** Ok, we can do that. Give me a minute. I'll tell my wife where we're going.

**You:** Let's take my pickup. I'll drive and you can navigate.

*[As you and the grower walk to your pickup...]*

**Grower:** Ok, but I hate to see you get this clean pickup dirty going into the fields. We should really take mine.

**You:** Well, this is my office and, like any office, it's intended to be used. I do work hard to keep it clean because I wouldn't want a good farmer like you to think I didn't take care of things. Plus, I want its appearance to properly represent our company. Help yourself to a cup of coffee or a bottle of water and a candy bar.

**Grower:** I don't mind if I do.

*[As you are driving, you continue to talk...]*

**You:** One of my favorite things to do is visit growers' fields before I start their cropping plans. This is where we both learn a lot about the opportunities we have to take yields to new levels. Which fields are we going to look at?

**Grower:** I thought we'd start with one of my closest fields. It's one of my better fields and I want to get your opinion on it. I call it the Johnson Quarter; Sam Johnson owns it. He's retired and a great landlord.

**You:** Great. It sure helps to have a someone like that who is willing to work with you, isn't it?

**Grower:** Yes, it sure is.

*[You arrive at the field and before you get out of your vehicle and walk the field, you say...]*

**You:** Let's have a cup of coffee and visit for a minute about this field before we walk into it. This looks like a fully tillable 160 acres. How long have you been farming it?

**Grower:** Yes, it's a full 160. This is my fifth year renting it. It was beans a year ago, and it's going right back to corn again next year.



**You:** What kind of corn yields are you averaging? What's your APH?

**Grower:** It's 200 bushels per acre.

**You:** Excellent. Where would you like to take your yields in this field in three years?

**Grower:** Gosh, I don't know. I'd like to be able to hit 220, I guess.

**You:** Ok, do you have a plan to get there?

**Grower:** I really don't. It depends on the weather.

**You:** How thick have you been planting corn in this field?

**Grower:** About 36,000 and ending up with about 34,000.

**You:** Do you know how many bushels per 1,000 plants you've gotten in this field in the past?

**Grower:** What do you mean?

**You:** We don't use plant populations or row spacing anymore to plan high yield strategies. The only thing that matters is bushels per 1,000 plants. Here's what bushels per 1,000 plants means.

*[You're going to illustrate this on paper for him...]*

**You:** There will be approximately 34 groups of 1,000 plants per acre in this field at harvest time, right? Or, as you said, 34,000 plants per acre, right?

**Grower:** Yeah, I guess so.

**You:** What we do is monitor how many bushels every one of those groups of 1,000 plants produces in the fall. To increase those levels of production, we monitor every plant to make sure it's producing to its full potential in the group. If we divide your APH on this field—which is 200 bushels per acre—by 34, that gives us the number of bushels of corn produced by every 1,000 plants. In this case you are producing 5.8 bushels per 1,000 plants. Are you following me?

**Grower:** Yes, it's very interesting.



**You:** Our goal is 8 bushels per 1,000 plants. If you produced 8 bushels per 1,000 plants, we take 8 times 34 and your yield would be 272 bushels per acre. So, we don't need to increase population until we hit 272 bushels per acre at 8 bushels per 1,000. If we hit 8 bushels per 1,000 at 34,000 ppa that would give us 272 bushels per acre. If we do things right, we could possibly do that in two to three years.

**Grower:** Wow, no one has ever told me that before.

**You:** That's because they're still trying to increase yields the old way and that doesn't work. With that background in mind, let's get out and look at the field. I want you to tell me about the field. Tell me whatever comes to mind.

*[You have spent time in the field looking at the plants, determining how many runt pigs he has—those plants producing less than a full ear—and talking about changes that need to be made. You mentioned the Top Five Factors and how they are the roadmap to getting 8 bushels per 1,000 or more. At this point you are walking back to your vehicle. As you get into your pickup, you say...]*

**You:** Would you like some more coffee?

**Grower:** Sure, why not.

*[As you pour the coffee, you say...]*

**You:** This looks like a great field. We'll need to look at the soil tests before we actually set the goal, but I'd like you to shoot for at least the 272 bushels per acre we talked about as your three-year yield goal.

**Grower:** Wow, that sounds pretty crazy, but it would be great.

**You:** I can put together a plan for you that will give you a yield advantage you've never had before. And the fun part about that is that getting higher yields is totally within your control. It will also give you yields over everyone else around you, regardless of the weather. The key to making all of this work, however, is to do it right now. All of the growers I work with who have the highest yields every year, all have one thing in common. They all have their cropping plans done before harvest.

**Grower:** Why does that make such a difference?

**You:** It takes the EMOTION out of growing a crop. When you develop a plan before harvest, and follow that plan throughout the entire growing season, never skipping a single step, you're not looking at input costs or market prices or how last year's crop yielded. You're focused on achieving a yield



goal. When the farmer follows the plan, it always works. His crop is always better than his neighbors, regardless of the weather. And YOU are the key, Mr. Farmer, to following the plan and making it work. Are you excited?

**Grower:** I sure am.

**You:** Let's look at a few more of your fields. Then we will decide which fields I will be helping you manage this year.

*[As you drive, you continue to explain more of the guidelines of how you work with growers...]*

**You:** We don't write orders or sell individual varieties. We write cropping plans for entire fields and prescribe portfolios of varieties that match those fields. Our goal is to raise the average yield of every field by managing entire fields. Once we decide which fields I will work with you on, I'll go back to my office, put together a high yield plan for each field, then come back tomorrow and go over those plans with you. Does that sound good to you?

**Grower:** It sure does. Let's do it.

*[On your way back to his home...]*

**You:** Thanks for taking time today. I'm excited to be working with you on the three fields we chose. You're going to love this strategy. You will notice that we haven't talked about products, programs, or prices, have we?

**Grower:** No, we haven't. What IS this going to cost me—a whole lot more than I'm used to paying?

**You:** First of all, how much extra value have you seen in me in the short time we have been together today compared to what you are used to getting?

**Grower:** A lot.

**You:** Wouldn't you be willing to pay a little more to create the kind of plan we're talking about and get the kinds of results we're talking about?

**Grower:** If we can come close to what you're talking about, I would pay a lot more.

**You:** Well, we're just getting started. There are a lot more benefits to come. I would like you to come to my office tomorrow to look at the high yield plan I will have developed for you. Would 9:00am work for you?



**Grower:** Yes, that will work.

**You:** Is there anyone else you would want to bring with you?

**Grower:** Can I bring my wife?

**You:** Absolutely. In fact, let's make it 10:00am then I can take you folks to lunch afterward.

**Grower:** That sounds great. I look forward to it. I'm excited.

**You:** Great. I will see you tomorrow at 10:00am at my office. Have a great rest of your day.

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I want you to study this script and practice it over and over. Look at all of the things that happened in order to help this grower change his mind. How did you see his attitude change once you got him to the field? You need to be able to keep the marketplace snakes away from all of your prospects and customers, and this is the very best way to do it.

Happy Selling, I'm Rod Osthus.



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