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# HOW WE MARKET PRECISION AGRICULTURE TO CUSTOMERS

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I AM ENTERING MY 25<sup>TH</sup> YEAR OF  
WORKING WITH PRECISION  
AGRICULTURE SO I WILL DISCUSS  
OVERALL EXPERIENCE SO YOU CAN  
HOPEFULLY TAKE AWAY HELPFUL  
IDEAS.



I HAVE WORKED WITH MANY SOLUTIONS AND LEAD A TEAM OF GREAT PEOPLE AT MY PREVIOUS EMPLOYMENT TO BUILD A VERY ROBUST AND DYNAMIC PROGRAM. NOW AT FVC TO REBUILD THE PA OFFERING AND SOLUTIONS.



FIRST OFF – IF YOU THOUGHT THIS PRESENTATION WOULD GIVE YOU THE ANSWERS ON HOW TO MARKET PA TO GROWERS I APOLOGIZE NOW!

THERE IS NOT A 1 SOLUTION THAT WORKS WITH EVERY GROWER IN EVERY GEOGRAPHY.





**ALWAYS UNDERSTAND YOUR  
GEOGRAPHY AND KNOW THE  
SITUATIONS. ASK QUESTIONS AND  
EXPLAIN.**



**EXAMPLE: I HAVE BEEN IN EASTERN CORNBELT STATES BEFORE SEEING GROWERS. THEY FIND OUT YOU ARE FROM NEBRASKA AND IMMEDIATELY BRING UP ‘WELL YOU HAVE IRRIGATION’ WHAT IS INCORRECT WITH THAT ASSUMPTION?**



# MY EXPERIENCE:

\*PLAN

\*ORGANIZE

\*ASK QUESTIONS

ADOPTION LEVEL

WHAT IS WANTED/NEEDED

\*EDUCATE – PROVIDE KNOWLEDGE

\*STANDARDIZATION – AVOID CONFUSION



**IT STARTS WITH YOU AND YOUR COMPANY  
IS MANAGEMENT UNDERSTANDING?  
WHAT IS THE SALES TEAM KNOWLEDGE  
LEVEL?  
HOW DO YOU WANT TO PROVIDE AND  
PROMOTE PRECISION AGRICULTURE?  
HOW LARGE IS YOUR GEOGRAPHY?**



**NOW DEVELOP A PLAN  
EARLY ADOPTERS/INNOVATORS?  
MANAGEMENT STYLE?  
CROPS?**



**NOW BUILD IT!**  
**BE FLEXIBLE – GROWERS ARE DIFFERENT**  
**SO DEVELOP DIFFERENT PROGRAMS THAT**  
**WORK. IT MAY REQUIRE SEVERAL**  
**DIFFERENT OPTIONS FOR YOUR**  
**GEOGRAPHY**





**ASK QUESTIONS AND UNDERSTAND THE EXPECTATIONS OF EACH GROWER. IF YOU DO NOT, YOU WILL FAIL.**



**ASK YOUR TEAM TO UNDERSTAND THE  
CUSTOMER AND HOW THEY WANT TO  
RECEIVE INFORMATION.**



# THINGS HAVE CHANGED SUBSTANTIALLY IN 25 YEARS!!

\*MAIL

\*ADS

\*E-MAIL

\*TEXT

\*FACEBOOK

\*TWITTER



**YOU SHOULD HAVE SOME FORM OF A FLYER OR BROCHURE FOR THE CUSTOMER THAT IS A SIMPLE OVERVIEW WITHOUT TOO MUCH DETAIL FOR CONFUSION. HAVE AN ADVANCED PRESENTATION ON THE SALES TEAM IPADS FOR MORE EXPLANATION ON GROWER CALLS.**



UNDERSTAND THE CUSTOMER AND HOW  
THEY WANT TO COMMUNICATE.  
UTILIZE TEXT, E-MAIL, PHONE CALLS,  
TWITTER AND FACEBOOK AS EACH  
CUSTOMER WANTS.



**TEXT, E-MAIL AND SOCIAL MEDIA ARE  
CONVENIENT AND EASY WAYS TO REACH  
THE CUSTOMER.**

**KEY – KEEP IT SHORT AND SIMPLE. YOU  
WANT TO GET THEIR INTEREST, NOT  
CONFUSE THEM, AND HAVE THE  
CUSTOMER REACH OUT TO YOU.**





**YOUR CUSTOMER HAS SIGNED UP TO DO  
PA WITH YOU. DOES IT END?  
KEEP MARKETING YOURSELF, YOUR  
COMPANY AND YOUR SERVICES.  
ASK QUESTIONS ALWAYS!**



**AGAIN, UNDERSTAND THEIR  
EXPECTATIONS.**

**ARE THEY WANTING INSTANT RESULTS?**

**WHAT LEVEL OF PROGRAM DID THEY  
SIGNUP FOR?**

**ARE THEY READY FOR THE NEXT LEVEL?**



**THANK YOU!**

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