Proceedings of the 2007 CPM Short Course and MCPR Trade Show

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You Are The Company:

Relationships Across the Counter and Across the Fence
Neighborhood Means.

- Farmers—customers or those who might be one day
- Those who don’t farm who live directly around your farmers
QuickTime™ and a
YUV420 codec decompressor
are needed to see this picture.
Are farmers different today than in the past?

- Each farmer believes they are the only customer
- Better business people
- Expect more for less
- Value, reliability, and results
- Truth, trust and respect
<table>
<thead>
<tr>
<th>Relationships Across the Counter and Across the Fence</th>
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<tbody>
<tr>
<td>What is the difference between your company and the competitors?</td>
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<tr>
<td>✓ Pesticide sales</td>
</tr>
<tr>
<td>✓ Seed sales</td>
</tr>
<tr>
<td>✓ Fertilizer/lime sales</td>
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<tr>
<td>✓ Fuel sales</td>
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<tr>
<td>✓ Application fees</td>
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<tr>
<td>✓ Grain storage</td>
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<tr>
<td>✓ Soil Sampling</td>
</tr>
<tr>
<td>✓ Technology</td>
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<td>✓ Scouting/IPM</td>
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<td>✓ Nonconventional</td>
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Relationships Across the Counter and Across the Fence

Every nickel counts

✓ 100% of market taken

✓ Someone’s + is another’s –

✓ Growers want specific applicators, agronomists, counter people, employees

✓ You’ll do whatever it takes for them

Growth and earnings are linked to the people in the company
Relationships Across the Counter and Across the Fence

- Plugged nozzles
- Hurried through the field
- Weeds to tall
- Wrong combination of products
- Left over chemicals in tank
- Not enough chemicals
QuickTime™ and a YUV420 codec decompressor are needed to see this picture.
Relationships Across the Counter and Across the Fence

The Ethics of Application and What You Do When the Pressure is On!

- Don’t worry about that buffer zone for atrazine!
- It’s not that windy? Anyway, your insured!
- Don’t worry about her. That neighbor always mad.
- Do it or I’ll take my business elsewhere!
Are Pesticides Important?
Do You Follow the Directions on the Label?
The goal is to have long-term customers who buy all of their products and services from you.

What you do and say in the field makes a difference in what they hear and see.

Do what’s right for the customer, the company, and yourself.
Can Anyone Do Your Work?
Relationships Across the Counter and Across the Fence
Relationships Across the Counter and Across the Fence

What Concerns Do Neighbors have with Pesticide (other inputs) Applications?
Do the neighbors around your growers have the same rights to do with their property as the growers you are treating?
Farm Chemical Can Kill People, Wild Life!

If not Right Use! Some Just Think Money
Not Safe! Do Nothing! Police Or Ind
State Chemist! They Will Do A Thin
So Call Bush! We Know To Care Of Chemi
War Fair! It Can Make You or Kill You!
Farm Chemical Should Out Sick
People Are Get Sick and of Hand!!!
Ave Of It! When Sick of Are in God
Hand! So Think About It!
Do NOT spray around horses. Pastar or I Shoot you in the A.
Be Bright
Be Brief
Be Gone
In each row, circle the one animal that does not belong with the other animals.
QuickTime™ and a YUV420 codec decompressor are needed to see this picture.
Relationships Across the Counter and Across the Fence

- What do you do for a living?
- What does certification mean to me?
- Will the poisons you spray hurt me?
- Won’t that stuff move into water?
- My cat and dog walk in that field.
- My wife is 4 months pregnant.
- My daughter is getting married here at the house.
- Do I need to leave my house when you spray?
QuickTime™ and a Cinepak decompressor are needed to see this picture.
Relationships Across the Counter and Across the Fence

✓ Make complaints personal
✓ Think of their position and opinions
A Personal Commitment to Growers and Neighbors
Do What’s Right for Both Sides
Follow Product Labels
Use Common Sense
Respect Property Rights
Educate Wherever Possible
Deal With Complaints
Your Always on Duty
QuickTime™ and a H.264 decompressor are needed to see this picture.
When your views on the world and your intellect are being challenged, ...pay attention—you are about to learn something.