



Welcome to Ground Work

Many times after a long drawn out planting season the last thing you want to think about is field visits. Like it or not, that time is fast approaching, if not already here. The window of opportunity is tight. It is good to have the crops far enough along to see how they are going to finish; but if we wait too long there is no way to get around to everyone.

When you look at the time and expense of doing field visits you can almost convince yourself it is not worth it. But nothing could be farther from the truth! We as suppliers need to know what is going on in the fields and how our products are performing. We also need to be looking for what other limiting factors may have occurred or are occurring in that field and crop. It is a good time to use some of the information that has been in many of the past issues of Ground Work.

We need to remember that this one-on-one time is the best teaching and low key sales time you can get with the customer. It gives you an excellent chance to get him thinking about the fall programs, and what he might be able to improve on next season.

Most of all, field visits show them you care about them and their operation. Remember..... ***THEY DON'T CARE HOW MUCH YOU KNOW, TILL THEY KNOW HOW MUCH YOU CARE.***