

Module 1 – Know Your Market

This module builds the foundation for your farm marketing communications.

- Analyze the current profit per acre picture for the crops you handle.
- Research yields and production in your trade area.
- Review your company's menu of marketing alternatives and the fees and policies regarding them.
- Discuss the current marketing environment and set priorities for your marketing discussions.
- Share ideas and experiences for transitioning the conversation from price to profit.

Module 2 – Preparation

This module prepares you with the confidence and tools to initiate and guide the marketing conversation.

- Understand the value you bring to the marketing conversation
- Assemble your Marketing Toolbox with conversation aides
- Assess effectiveness of various forms of communication
- Explore ways to communicate your message through non-verbal communications.

Module 3 – Know Your Customer

This module explores ways you and the origination team can get to better know your customer and their marketing habits.

- Learn the DISC behavioral model and the different DISC styles.
- Improve your ability to effectively communicate with your farmer customers.
- Recognize DISC styles and adapt your message to appeal to the receiver.
- Explore the value of and methods for keeping your whole team in the loop on farmer conversations.

Module 4 – Design an Action Plan

This module is a sharing of ideas and best practices for farmer communication in meetings of all sizes. Course concludes with a call for making a written seasonal plan for your farmer communications.

- Explore best practices for farmer meetings – large and small.
- Develop a seasonal marketing plan for Farm Marketing Communications.

Your Choice of Two Sessions this Summer:

[June 19 – July 14](#)
[August 7 – September 1](#)

Instructor Led/Online Course
Weekly scheduled classes
Participation via webcam
4 Modules - completion 4 weeks

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