

**5 Must-Ask Questions that will
unlock results – and ensure you
deliver what your CEO, sales and
buyers want**

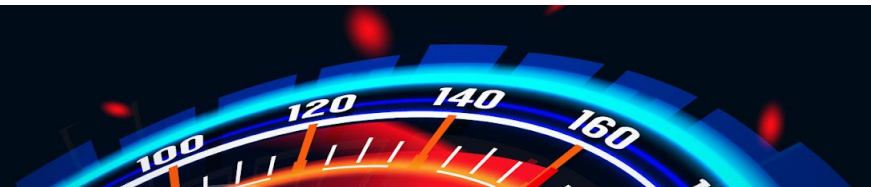
Steve Rankel
VP Buyer Enablement & Customer Marketing
Wanalytics
@steverankel



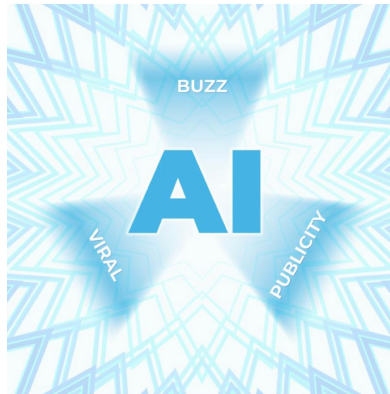
ACCELERATE!

Uncovery creates mastery of what matters.

Only if you ask well, will you know well



AI is not the answer: Customers are.



Create a Buyer's Guide

11%

Source: Gartner Tech Buying Research



Create a Buyer's Guide

\$354M

Source: Gartner Tech Buying Research



Question #1

Do buyers know how to buy your product before they speak with you?



Create a Buyer's Guide

FROM DIRT TO DATA:

Plant Population
18%

169 YIELD POINTS

A Grower's Guide to Choosing the Right Farm Data Management System

TITAN MACHINERY
Power & Precision to Grow™

FarmDataGuide.com

Contributors

Justin Dammann runs a century farm with his brother, with 6,000 cropland acres and a 500-head dairy herd. He uses technology to ensure the right inputs go in the right place. In addition, Justin custom farms, installs tiling, and is a Richiger grain-bagging dealer.

Wade Egger has farmed with his father-in-law for 22 years in South Dakota, raising 1,300 acres of corn and beans. For over half a decade, they have increased crop yields through a combination of mapping, variable-rating and other technologies.

Tim Keegan farms in Eastern Iowa with his father-in-law and brother-in-law. They grow corn and soybeans, and have a commercial cow/calf operation. Tim has used precision technology for over 10 years.

Mark Kluevers farms over 2,000 acres min-till with his dad on a century farm in North Dakota. They raise wheat, soybeans and a little bit of corn, and run CaseIH and Agco equipment.

Tanner Lawton is an agronomist, farmer, and local ag lender. On nights and weekends, he farms 1,600 acres with his father in Iowa, planted primarily to corn and soybeans. They run Deere equipment with a smattering of CaseIH implements, along with a variety of technologies that help them maximize yields.

Anthony Mock farms 9,000 acres with his brother in North Dakota. They raise wheat, corn, soybeans and some sunflower/canola. They also have a few hundred head of cattle, and do custom farming. Even on rented land, they have boosted yields significantly – often year-over-year – using technology and smart agronomy.

Anthony Thilmoney got his Master's in Agronomy from NDSU and runs a century farm with his father. With over 1,900 owned and rented acres, they raise beans, corn and sunflowers. Anthony's father, Lloyd, was an innovator in low-till and new technology, and continues to be surprised at the increased yields he sees from the combine seat. Anthony credits good soil management and technology for the results.

Works With All Brands, Ages, and Types of Equipment

You don't want to be forced to change equipment, buy brand new combines, or spend lots of money going all one color. Make sure your solution works with any age, any type, and any color equipment, even if it's 30 years old.

"Because I run such old equipment, a lot of companies don't accept data from all platforms. I have such a mishmash of technologies that I wasn't too interested in changing everything in my farm to be one breed. If that's what you're using and what you like, you need to find a system that works with it."
-Anthony Thilmoney

Makes Solid, Independent Recommendations Without Trying to Sell You Something Else

If someone gives you advice, and they make money selling you something else that comes from that advice, be wise. Work with an independent source that gives you good agronomic advice, soil advice, scouting advice, and other recommendations.

"If I'm buying seed from somebody, I want to buy seed. I don't want to be tied to them for other reasons. I want to be as effective as I can as a cost buyer, and not be tied to potentially higher costs because of services that they're providing. So, we were really looking for somebody that was independent of those other decisions."
-Tim Keegan

From Dirt to Data:

A Grower's Guide to Choosing the Right Farm Data Management System

At Titan Machinery, our expertise is meeting customers' equipment needs, but growers are increasingly asking for data management solutions to support better decisions and results across their farms. So, we worked with a third-party research firm to ask growers like you their advice on choosing the best farm data management system, and built this simple selection checklist from their input. As you can see, Farmers Edge ticks all the boxes, which is why we are committed to bringing their industry-best solution to our customers. Still, no two farming operations are the same, so we hope these criteria will help you make the best choice for your farm.

Selection Criteria	Farmers Edge	Vendor 2	Vendor 3
Works With All Brands, Ages, and Types of Equipment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Makes Solid, Independent Recommendations Without Trying to Sell You Something Else	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doesn't Over-Promise Cost Savings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers Soil Sampling, Satellite Imagery, Scouting Prescriptions, and What You Need in One Place	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gives You Dedicated 1:1 Service That's Only a Call or Text Away	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responds in Minutes, Not Days or Weeks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lets You Own Your Data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doesn't Force You to Buy More Technology to Make the System Work	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adapts to Your Farm's Specific Needs, Not Some Generic Solution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gets More Yield From Your Current Acreage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doesn't Force You to Change How You Farm	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TITAN MACHINERY
Power & Precision to Grow™

For more information, visit FarmDataGuide.com or call (701)212-1237





Jeff Bowman
CMO
TITAN
MACHINERY
Power & Precision to Grow

https://slapfive.slappfive.com/b/ckfgv3kfh000q3b9grygw4m89/Value_Storytelling_What_we_do?sid=ckfh7tw6n00tj3b9huf91jofu



Question #2

Do you make customers feel so comfortable that they share impact stories that might get them in trouble?



 RAPIDRATINGS

 RCS19

Solution Showcase & Partner Pavilion

ProcessUnity 

 Galvanize

ecovadis

 EY
Building a better
working world

 riskmethods

Question #3

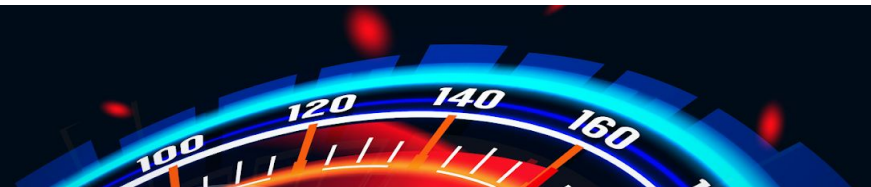
Does the output of your interviews answer buyer objections & concerns?



This is the slide headline



Hans Riemer
CEO
**Market
Vantage**



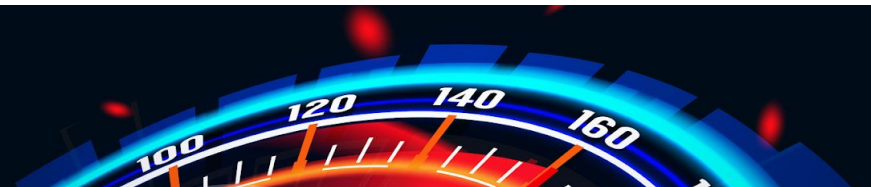
Question #4

Does sales sing your praises?



“The Buyer’s Guide is the closest thing I’ve seen to a silver bullet from marketing. I can point to a half dozen deals it helped me win in the last month.”

-Mike Stella, VP Sales, ServiceCeo





“Steve has helped Market Vantage think differently with sound strategies, establish our secret sauce, and ultimately close more new business than we could have ever imagined.”

-Devin Littlefield, Market Vantage



Question #5

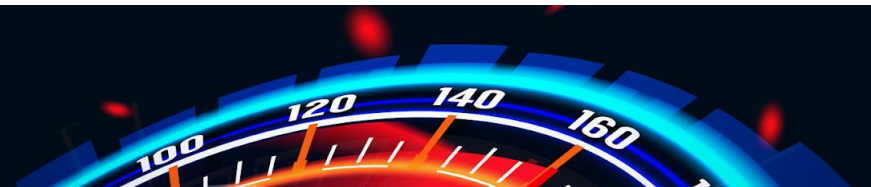
Your customer has a language all their own that unlocks buying activity...a secret handshake...
Do you know what it is?



Bonus: Question #6

Who is the “VP of SLOW” or “VP of NO” at your buyers?

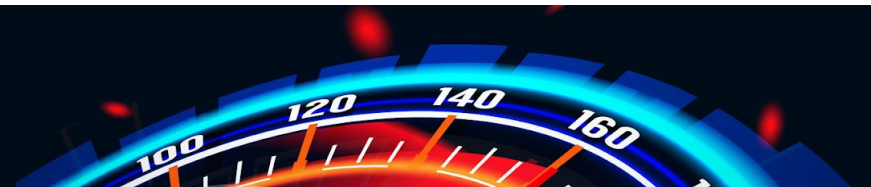
What content do you create to neutralize them?



Bonus: Question #7

How much money is your company leaving on the table with their current pricing?

Here's how to break the price/value equation and wow your exec team. (Not to mention boost your bonus.)



Q&A

<https://www.linkedin.com/in/steverankel/>

