

## Blue Ocean Campaigns for 2013

### What is a Blue Ocean Campaign?

- An organization creates new demand in an uncontested market space, or a "Blue Ocean", rather than compete head-to-head with other suppliers in an existing industry.

### 4 Areas of Focus in 2013

- Weed Management
- Nutrient Efficiency
- Yield Enhancement
- Adjuvants

**We are taking them to the next level by focusing in even more on specific stressors that effect the plants life cycle and how we can offer solutions to those stressors. We call this...**



### What is Complete?

- Complete is a highly credible systems approach to the complete acre, maximizing crop yield potential through crop stress mitigation.
- Complete is a solution based approach to making recommendations vs. a product selling approach.
- Complete is an entire are acre approach.
- Complete allows the sales person to become an expert in the field.

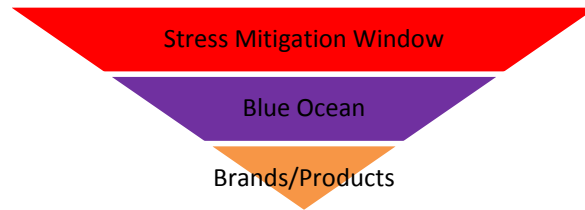
### What are the objectives for Complete?

- Creates a medium focused on mitigating stresses within the plant through a solutions based approach.
- Creates a positive experience for the owner to bring to the grower to enhance their relationship.
- Creates a value added opportunity for the owner to partner with the grower.
- Continues to support owners in being competitive and first to the marketplace.

### Rolling out Complete. "The Complete Story"

- With Complete, we are providing a tool to take to the Owner to support and tell a story around the importance of an overall plan to mitigate stresses at different critical plant growth stages.
- By mitigating these stresses and creating recommendations within each of the Blue Ocean areas, at the same time, it provides a complete solution to stress mitigation instead of focusing on one area and possibly having a different stressor still affecting the plant.
- All in all creating a maximizing yield potential program though out the life cycle of the plant.
- Recommendations are made as a complete program at each of the critical areas of the plants growth cycle.

- Providing solutions around why a product will work is a tuff sell, but having a solution to fix an issue is much easier and profitable.
- The Complete Stress Mitigation story is supported by the Blue Ocean campaigns, which allows the US sales representative and the Owner to recommend customized products specific to the grower they are working with.



### 3 Application Windows during the Growing Season

- VE –Growth –Stand Establishment –Harvestable Ears/Acre
- V5 –Growth –Ear Development –Kernels/Ear
- VT –Growth –Ear and Kernel Development –Kernel Weight

### 3 Areas of Stress Mitigation during the Growing Season

- Nutrient Efficiency
- Yield Enhancement
- Weed Management

### Where to Focus the Complete Strategy

- New Acres
- Upselling current acres
- Right Owners and Growers –Segmentation

### Complete –Benefits and Conclusion

#### Benefits

- Growers are more likely to reach their yield goal. Whole acre approach allows this.
- Removes price from the discussion.
- Capture what would be in season sales before the growing season starts.
- Product allocation management and proper forecasting. Manufacturer leverage.
- Time management –Make more productive sales calls.
- Customer base expansion.
- Reduction of field service calls and complaint claims.
- A Consistent message across marketplace geographies, location to location.
- Differentiate yourself from your competitors.
- New Employee Training.

#### Conclusion

- Solutions Based, Systems Approach to stress mitigation across the entire acre throughout the entire growth season.
- Owner becomes the Solutions Expert instead of a product pusher.
- Owner is able to recommend products specifically to their grower’s operation and farming practices.

**So now that you have become familiar with Complete, let's get started...**

**Window 1**

- What are our stresses during this growth stage? (Environmental, Mechanical, Human)
  - 1.
  - 2.
  - 3.
- What are the benefits to mitigating those stresses at this time? (Harvestable Ears, Stand establishment)
  - 1.
  - 2.
  - 3.
- What are the recommendations you would make to mitigate stress at this stage?
  - 1.
  - 2.
  - 3.

**Window 2**

- What are our stresses during this growth stage? (Environmental, Mechanical, Human)
  - 1.
  - 2.
  - 3.
- What are the benefits to mitigating those stresses at this time? (Kernels per ear, #Rows and #Kernels/Row)
  - 1.
  - 2.
  - 3.
- What are the recommendations you would make to mitigate stress at this stage?
  - 1.
  - 2.
  - 3.

**Window 3**

- What are our stresses during this growth stage? (Environmental, Mechanical, Human)
  - 1.
  - 2.
  - 3.
- What are the benefits to mitigating those stresses at this time? (Harvestable Ears, Stand establishment)
  - 1.
  - 2.
  - 3.
- What are the recommendations you would make to mitigate stress at this stage?
  - 1.
  - 2.
  - 3.

## **Success of Complete**

- Focus
- Create a plan
- Be proactive
- Ask questions
- Create and build relationships