



FrontLine®

MARKETING INFORMATION FOR
TODAY'S FEED PROFESSIONAL

Market Plans for the Professional Salesperson

Market Positioning:

Customer Type:

Define the customer (i.e., high intensity calf raiser/dairyman)

Market Segment:

Identify product type (i.e., very high-quality milk replacers)

Information Needed for Sale:

Health/performance expectations for calves

Potential objections to milk replacer use

Buyer motivation (i.e., profit, survival bonus for employee, etc.)

Terms and Vocabulary Needed:

Protein sources

Feed efficiency

Immunoglobulins

Passive/active immunity

Antibody titers

Hemoglobin

Disease factors

Decision-Making Process:

Who should be called on?

What are their concerns?

What questions need to be asked?

How do you get the customer's/dealer's support?

How does the customer justify the cost?

What questions will the salesperson likely get?

Key Points:

Focus on the *problems* experienced by *customers* which the product will aid, not on the features which the product possesses.

You should be able to say: "I understand the product. I know who to see to sell it. I know what their needs are and how this product addresses them. And, most important, I know the sales process I need to follow to uncover and develop those needs."