

Retail First Newsletters

TOPICS	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC
Outside Expertise	What the pandemic has taught us	Technology and the Sales Conversation	Understanding what drives your customer	Anticipating Customer Needs	Connecting when apart	ABC - Always be Selling: Thinking ahead to the next sale	Deepening the customer relationship	Social Media as a Sales Tool	Finding the Unique	Turning Objections into Opportunities (theory)	2022 Trends/ Outlook 2022
Repurposed Content	Improving Sales Through Storytelling (4/20)	Changing the Fungicide Conversation (5/20)	Knowing your Farmer (5/20)	Stay Ahead of Customers' Needs with Veltyma (6/20)	Customer Segmentation (6/20)	Is your farmer listening? (7/20)	Diseases: Never to late to treat or talk (8/20)	2022 Success Starts Now (8/20)	Is Your Customer Getting the Best Return out of You? (8/20)	Turn Objections into Opportunities (application) (10/20)	
Infographic	Factoid from Farm journal Retail Survey - Presentation on 1/21	RevX Field Focus	Purdue Ag Barometer Info	USDA Planting Intention	Veltyma 5' corn Chart	Fungicide usage - creative visualization	Purdue Ag Barometer Info	Brag Survey Quotes/Winners	Harvest Update	Objections to Opportunities visual	Purdue Ag Barometer Info
Editorial Survey Driven	Editorial Survey	Tools to help drive the fungicide sales conversation			Lead Brand piece (Revytek, Nexicor, Provysol)		Survey – Time to Brag: Biggest Fungicide Success Story		BASF Plant Health Difference - product specific	2022 Editorial Survey	

Regionally Specific Content

