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Sent: 3/18/2016 3:30:37 PM
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Subject: RE: Key initiatives this spring

A few comments on the Sales Tool piece:

Verdict: I would say the biggest issue in our district today is the \$8-9 price differential on Verdict vs Surestart. So as far as the Verdict TIB goes, we need to list benefits of Verdict and highlight anywhere Verdict has an advantage. ie, rotation, broadleaf weed control, etc.

Engenia Launch Support: We need to get to growers, that why we are focused on retailer and distributor plot locations. Our regulated sites have been very successful with retailers the last two years, but not with growers. Also, on the bullet point on OTAA and needing more emphasis on Engenia, we dedicated a half hour on dicamba/Engenia training before each OTAA presentation, so I feel we have covered that well with retailers and custom applicators, but again, not with growers.

April conference call; right now I could make any day work the week of April 11. If you meant April 18 instead of 17 (Sunday), I am ok with that a well.

Thanks,

From: Gary L Schmitz
Sent: Thursday, March 17, 2016 11:36 AM
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Subject: Key initiatives this spring

Midwest Team,

We just had a Tech Service managers teleconference yesterday that discussed several key topics as we move into the application season. Much of our discussion is what we talked about on Tuesday. The key is to anticipate and have the tools ready for use and activities planned and ready to implement.

Sales Support Tools to impact current sales.

Verdict: We have a big budget and need to capitalize on residual as much as the burndown. We need the TIB ASAP! **Kurt, how is it coming? Do you need help?** Remember to include key benefits: spread out work load, ease of mixing, weed and feed, burndown prior to tillage, Kixor broadleaf weed control, no need for atrazine, etc.

Xanthion in-furrow corn. Do we have local messaging built for how the season may be developing? For example, growers may get started planting early in some areas due to spell of warm weather. It will likely get cool again.

Status: Sales are lagging. Great opportunity to energize with our safety and performance vs. Diflex. TIB needed by approved and in BR hands by May1.

Outlook: Opportunity in season. TIB needed by May 1.

Stripe rust in wheat. Western wheat guys?

Plant Health. Our Plant Health initiative we put together is getting some legs. We will get help from Gary's team and Jessica. Note timelines. Please review and lets update and make sure we are hitting or timelines. Rick asked if we need to move our Webinar dates up earlier??? Also, maybe add a Jeremy/AJ webinar. Any thoughts?

Engenia Launch Support: We had a big discussion on this. This could be 15 to 20 M acres Engenia on Xtend soybeans next year. We know that our competitors just won't give it to us. How do we make it happen? I communicated our plan (or in some cases our lack of a plan) to Rick. We need to think about how we can build awareness in our local districts. I am asking each of you to meet with your DM's over the next 4 weeks and **develop your own launch plan**. This should also include the IS AM's in the planning. Here are some things to include/consider:

- Objective is reach as many customers with our Engenia message as possible. Customers include Distribution, Retail, Grower, COI's.
- Tour plans for our D04/D07 trials; if not planning big tours identify targets who have not seen Engenia and have BR's/IS's bring them out on a 1-on-1 basis
- What can we do differently to keep it interesting?
- We have conducted a lot of OTAA. Do we continue? If so, we need to tie in Engenia much stronger.
- Retailer/seed company Engenia demo plots. Be selective and strategic on where these are placed. Have a plan on how they will be used (tour dates) before you spray them.
- Retailer/seed company Xtend tour participation even in absence of Engenia plots. Have the BR/IS ask to be on the tour. We will develop the messaging.
- Anything that we can do to get more grower participation in tours? Last year grower success game when we teamed up with a distributor or seed company.
- What do we need to capture (e.g., pics) to build support tools for the fall/winter selling efforts. Think ahead of what we need. We will want this for fall/winter meetings.
- How else can we do to reach our customers with the Engenia message?
- How do we put the Pizzazz into Engenia launch? We need to practice our message and deliver it with excitement. Excitement is contagious!
- The technology brings a new SOA into soybeans that we have not had before
- BASF has used their long experience with dicamba to bring Engenia to the market
- Engenia is a new tool to solve disastrous weed problems
- Engenia has eliminated volatility as any concern
- Concentrated formulation is easy to handle, mix, and will work great with direct inject systems
- This will better handle buffer zones and tank clean out

Planning is the best way to keep ahead of this. With the absence of a TMM for Engenia we will have to provide additional leadership in this area. However, we will be seeing more direction from RTP over the next several weeks.

Why don't we schedule a conference call for April to follow up. How does April 11 or 17 look?

Thanks,
Gary