

## GRAIN ORIGINATION CHALLENGES IN THE TODAY'S ENVIRONMENT

Scott Hansen<sup>1/</sup>

**Can effective Grain Origination be taught?**

**Can it be developed into a system – with every team member speaking in one voice?**

**Can you get your grain origination program more efficient?**

**Build your loyal tribe of farmers. What creates loyalty with your farmers? A consistent professional message goes a long way.**

- ▶ Learn how to build credibility with the farmer and take part in meaningful conversations without feeling intimidated.
- ▶ Experienced grain originators learn to use modern communication methods to strengthen the customer relationship and aid in directing the marketing team.
- ▶ Originate bushels with a focus on accomplishing high volume without giving up margins. Lead everyday conversations into action through the delivery of a simple, consistent message. Come away with specific tools and ideas for enriching all your farmer communications and improved customer service.

---

<sup>1/</sup> Grain Merchandising Specialist, White Commercial Corp., 104 Mannavista Ln, Griswold, IA, 51535, scott@whitecommercial.com