

5 Steps to convince your boss

CowSignals will be the best thing that ever happened to your company

You are enthusiastic about doing a training with CowSignals. However, it all comes down to your boss saying 'yes'. Don't worry, we will help you make a case that can't be denied. To help you out even further, we created a PowerPoint Presentation for you to use.

1. CONNECT TO THE CHALLENGES THAT YOUR COMPANY IS FACING

Frame your suggestion to match the big challenge(s) that your company is facing. Do any of these sound familiar?

- There's a lot of competition in your sector. You need to increase sales every year, but it is hard to hold on to clients or to find new ones. They can choose to find another provider every day.
- There is a high turnover in staff and they are just not good enough to hold on to their clients.
- You can feel pressure from the public to improve animal welfare and sustainability and if you don't change soon, your company will lose credibility.



2. SHOW A SOLUTION FOR THE MAIN CHALLENGE

Don't stop at pointing out what is wrong. Also show the way to improvement.

- Your company needs to distinguish itself from its competition. You can do this by offering your clients something unique: actually help them with their biggest challenges: earning money from cows and keeping their cows happy and healthy.
- Your company needs to educate their personnel. They need to have the knowledge to be of real value for their clients and they need the people skills to be able to really connect to them.
- Your company needs to enhance their image. Show you clients and the public that you actually care for animal welfare and sustainability.

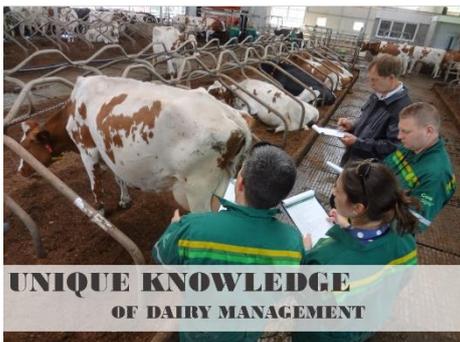
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3. EXPLAIN HOW COWSIGNALS CAN HELP MAKE THIS HAPPEN

Show that CowSignals uniquely contributes to the solution you are offering.

- CowSignals has unique knowledge and experience with dairy management. The vets that started our company combined the knowledge from science with the best practices around the world. This translates into an easy to understand, very practical training program that covers all fields of dairy management: health, feeding, housing, management & economics.
- With our PeopleSignals program, we cannot only get your people educated, we can also provide them with the people skills much needed to really connect with the farmers and to be of true added value for them.
- With our Train-the-trainer program, your best people would be able to train the rest of your personnel to really get CowSignals inside in your company. After that, you can organize workshops for all your clients. The leads and talking points coming up during these workshops, will give your advisors/sales people food for follow-up that they can use for months, even years.
- With our video learning, you can educate your entire staff at any time and any place. With the video learning, you also have a truly valuable gift for your clients: excellent knowledge and a great deal of examples. When using it for a large amount of people, you can even create a personalized portal for your company, using your own logo and look & feel.
- With our ten specialization subjects, you have something new to offer to your personnel and your clients every year. There's always a reason to come back to you.
- CowSignals is known worldwide as a company that truly cares for cows and farmers and that has the best knowledge available. Associating your brand with us, will have a great impact on your own image.



4. TAKE AWAY ALL OBJECTIONS

- It's too expensive
 - Show them how they can get Return on Investment. There are a few examples in our powerpoint presentation that you can use.
- It's too time-consuming
 - When you've educated your people as CowSignals trainers, they can do workshops with 10 people at once. That's a lower investment timewise than visiting them all one by one, but a higher investment qualitywise.
 - If you use video learning to educate your personnel, they can do it (partly) in their own time. If you use video learning to educate your clients, you lose no time at all.
- Not all my people are suited to become a trainer
 - They don't have to be! You can have the two people who are excellent for this do the workshop. The others can use their dairy knowledge and people skills in one-on-one contacts.
 - You can offer video learning instead of life training to your clients or have someone of the CowSignals team over to do workshops.
- I want results right away
 - Refer to the example of Agribrands Purina. They made a profit in their first year after using CowSignals
 - With CowSignals, you go for sustainability. We offer no quick and dirty fixes.

BUSINESS CASE

- Educate 10 employees as CowSignals Trainer (4 day training) : € 13.200,-
- Employees do [fill in] farm visits a day, so miss 1 days x [farm visits a day] = [fill in] farm visits while doing the training.
- As a CowSignals trainer, employees can train 10 people per day: 5 clients and 5 potential clients. They need to organize [number of missed farm visits] / 10 = [fill in] trainings to make up for missed contacts. After that, they are more efficient.
- Each new clients earns us [fill in average profit per client] , so € 13.200,- / [average profit per client] = [fill in] number of new clients that get's us back our investment.
- If we every trained employee organizes 1 day training and that gets us one new client each, and keeps one old client that we would lose otherwise, we earn 20 x [average profit per client] - € 13.200,- = [fill in].
- Employees can also train the rest of the personnel

Also, these trainings give us:

- Talking points for future contact
- Really good word of mouth among farmers
- Branding opportunities

5. SHARE SUCCESSFUL EXAMPLES OF OTHER COMPANIES

Take advantage of the fear of missing out. While you have been doing nothing, other companies have been doing this (see also end of powerpoint):

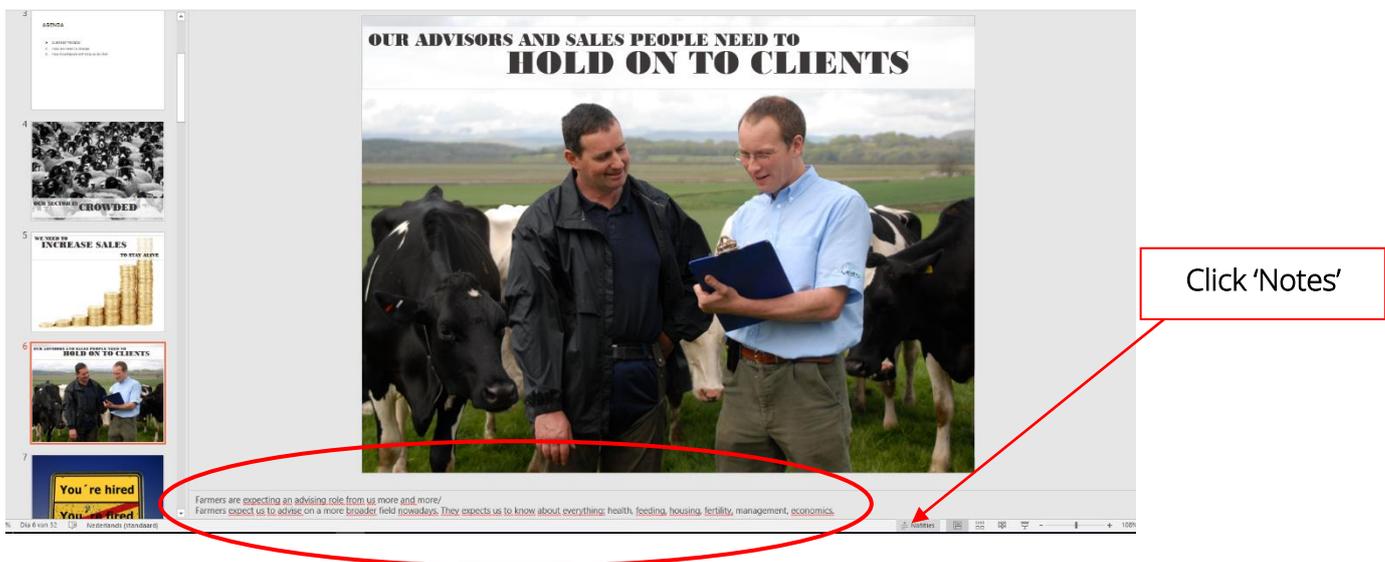
- Agribrand Purina in Canada had 3 people doing 180 free CowSignals workshops for the past years. Their feed advisors and sales people are able to follow up in their one-on-one meetings with the clients. At every congress and on social media, they present themselves as **'the** CowSignals people in Canada'. They have been increasing their sales for 6 years now, even in a quota market situation.
- Find more examples in our powerpoint presentation.

EXTRA TIPS:

- Ease them into it: maybe start with convincing them to take a meeting or first send someone to the open master course.
- Get support from a colleague who is well-respected.
- Know how to pitch it to your boss: what arguments does he value? When is a good time to show him?

HOW TO USE THE POWERPOINT PRESENTATION

- We kept the CowSignals style out of the presentation, so it's not about us, but all about you. Feel free to use your own templates of course.
- The business cases still have some [gaps]. Fill in the numbers of your company here and show how you are going to get Return of Investment.
- The success of every pitch is based on its relevance for the people who are listening. So, critically look at every sheet with the suggestions in this whitepaper in mind. Is it not relevant for you? Delete the sheet!
- Not sure what to tell with each sheet? Check the notes beneath the pages:



Go for it, good luck!

Joep, Lidy, Winand, Anouk, Bram
The CowSignals Team