

# CowSignals for companies

For suppliers of feed, barn equipment, milk machines, semen and pharmaceuticals. For dairy processors and vets. For all companies in the dairy sector that are interested in animal welfare and sustainability.

## IT'S A COMPETITIVE SECTOR

Operating in the dairy industry means you're in a competitive sector. Clients can choose to find another provider every day and seem to want more for less. It's hard to increase sales and personnel turnover might be higher than you want it to be. You are looking for a way to differentiate. The public pressure on animal welfare and sustainability is hard and although you genuinely care for the cows and the farmers, it is hard to create a green image.



## SOME COMPANIES STAND OUT



There are however companies that stand out. They are able to maintain sustainable relationships with their clients and manage to increase their sales every year. Their people are motivated and better educated than the competition. They successfully brand themselves on animal welfare and sustainability.

The key is not just telling people you are better, the key is **being** better.

## WHAT ARE YOU WAITING FOR?

Get CowSignals® inside and stand out yourself. Sales managers and farm advisors that are educated as a CowSignals master trainer will be of indispensable added value for farmers:



1. They understand cows and the cow signals
2. They understand elements involved in animal welfare outside their own area of expertise: health, housing, management, feeding, breeding and economics
3. They have the ability to make things practical and simple
4. They understand people and can help them achieve real change

In short, they have all the [characteristics of a great farm advisor](#).

Great farm advisors can build sustainable relationships with their clients. They can help farmers prolong the productive lifetime of their cows from 2,5 to 5 lactations and improve animal welfare a lot. By doing this, they can also help [reduce methane exhaust in the dairy industry with 30%](#), creating a more sustainable world. As a CowSignals master trainer, your people can offer CowSignals advisories and trainings to farmers, which gives you a fun new way to attract new clients as well as hold on to the old ones. With CowSignals' positive image on animal welfare and sustainability, you can green up you own brand as well.

CowSignals training center – Hoekgraaf 17a – 6617 AX Bergharen – The Netherlands

[www.cowsignals.com](http://www.cowsignals.com) – [info@cowsignals.com](mailto:info@cowsignals.com) - + 31 (0) 487 745 041

## OPTION 1: TRAIN YOUR BEST 10 ADVISORS AS A COWSIGNALS MASTER TRAINER



We offer a 4 day live training with 50% focus on CowSignals and 50% on PeopleSignals (advisor & trainer skills). Each day will include a practical workshop in the barn. Participants are asked to give a presentation and to do a part of the workshop. After the training, they have mastered the [characteristics of a great farm advisor](#) and have the right to do CowSignals trainings, workshops, advisories and lectures. The participants will receive a

powerpoint, a checklist for in the barn and a trainers manual. They can train the rest of your staff and your clients or use it one-on-one during farm visits. No need to hire us again!

Not sure yet? Send one of your people to an [open training](#) to try it out first.

### Costs open training

Costs per participant € 1.950

*Includes training materials, lectures, farm visits, use of coverall and boots, lunches, coffee and tea, rights\* to use CowSignals name and materials for a year. Excludes VAT.*

### Costs In-company Certified master training in our training center

Based on 10 people (max 15)

Trainer fee day training	4 days x € 1.800	€ 7.200
License fee* per trainer for first year	10 persons x € 300	€ 3.000
Use CowSignals Training Center*	10 persons x € 75 x 4 days	<u>€ 3.000</u>
		€ 13.200

*Includes training materials, lectures, farm visits, use of coverall and booths, lunches, coffee and tea. Excludes VAT*

### Costs Local in-company certified master training

Based on 10 people (max 15)

Trainer fee day training	4 days x € 1.800	€ 7.200
License fee* per trainer for first year	10 persons x € 300	€ 3.000
Travel days	2 days x € 600 (EU)/ € 900 (outside EU)	<u>€ 1.800</u>
		€ 12.000

*Includes training materials. Excludes VAT, flight, hotel costs, travel costs and training room*

\*NB: We work with a franchise-formula. Every CowSignals Master trainer pays us a yearly franchise fee of € 300. Besides that, trainers owe us nothing, so all income from these trainings go directly to the trainer.

We can upgrade the master trainers on a new subject every year with live training or video learning. Read more about our [technical subjects](#).

ALL OUR TRAINING PROGRAMS ARE ACCREDITED BY:



## OPTION 2: ORGANIZE TECHNICAL DAY TRAININGS AND/OR LECTURES

We can organize technical day trainings on CowSignals, PeopleSignals and 10 other [subjects](#) for your people and/or your clients. Day trainings start with an interactive lecture in the morning and a practical workshop on a farm in the afternoon. We have these subjects available:

- CowSignals
- Hoof Signals
- YoungStock Signals
- Dry to Fresh
- Feeding Signals
- Stress-free stockmanship
- Fertility Signals
- Udder Signals
- Robotic Milking
- Building for the cow
- PeopleSignals for Advisors
- PeopleSignals for Trainers

Each subject is accompanied with a practical checklist for farms. We advise to start with CowSignals. You can combine one or more subjects into a personalized training program. All subjects above are also available as a lecture. Click [here](#) for a sneak preview of our lecture style.



### Open training

Costs per participant per day  
(€330,- if you sign up for 3 days or more).

€ 400

*Includes training materials, lectures, farm visits, use of coverall and boots, lunches, coffee and tea.  
Excludes VAT.*

### Costs for day trainings @CowSignals Training Center

Based on 10 people (max. 15)

Trainer fee day training	1 days x € 1.800	€ 1.800
Use CowSignals Training Center*	10 persons x € 75 x 1 days	€ 750
		€ 2.550

*Includes training materials, lectures, farm visits, use of coverall and boots, lunches, coffee and tea.  
Excludes VAT.*

### Costs for day trainings at your location

Per group up till 15 people can participate

For day trainings outside the Netherlands we ask you to plan at least 3 days in a row.

Trainer fee day training	3 days x € 1.800	€ 5.400
Travel days	2 days x € 600 (EU)/ € 900 (outside EU)	€ 1.800
		€ 7.200

*Includes handout presentation and checklist.  
Exclude VAT, flight and hotel costs trainer and training location*

## OPTION 3: EDUCATE YOUR STAFF AND/OR CLIENTS WITH VIDEO LEARNING



Almost all [subjects](#) mentioned above are available as [video learning](#), including courses to become a certified CowSignals Advisor or Trainer. You can use video learning to educate your own people and/or your clients. The big advantage is that people can do video learning anytime they want, anywhere they want. It is also the easiest solution to reach a large group as people.

If you're interested in video learning for a large group, we can talk discounts, translations and a personalized portal with your logo and colours. We often combine video learning with our live training days. Video learning is also an excellent way to upgrade your CowSignals Advisors, Trainers and/or Master trainers with a new subject. This way they have something new to offer your clients every year.

### Costs

- o **Access to one video learning per user per year:** € 300\*
  - o € 300\* per user for individual users
  - o € 200\* per user for 100 - 999 user
  - o € 100\* per user for 1.000 – 4.999 user
- o **Creating a portal in our LMS** € 5.000
  - with your logo and company colours
- o Subtitles in your language at your own expense  
(We can provide you with scripts in English that only needs translation.  
We can upload the subtitles for you after)

*Prices exclude VAT.*

When users subscribe to a new course within the year of their license, they keep access to the courses they previously bought, no extra fee charged.

## OPTION 4: BOOKS & PRINT WORK

For questions regarding the books we would like to refer you to Jelle Willemsen from Roodbont Publishers: [jwillemsen@roodbont.nl](mailto:jwillemsen@roodbont.nl).

## GET A QUOTE

Do you want to know more? You can [ask us for a quote](#) or call +31 (0)487 745041 for advice for your company.

Conditions for CowSignals training on our website: [www.cowsignals.com/conditions](http://www.cowsignals.com/conditions).

Worried about your return on investment (ROI)? Have a look [here](#).

ALL OUR TRAINING PROGRAMS ARE ACCREDITED BY:



## TRAINERS

The trainings will be given by our most experienced master trainers:



Joep Driessen



Jan Hulsen



Bert van Niejenhuis



Nico Vreeburg



Bertjan Westerlaan



Marcel Drint

## TESTIMONIALS

"We use CowSignals as a tool to gain trust. It has helped us reach 6 years of consecutive growth"

*We've been using CowSignals for three years now. It started with just me and now we've evolved to 15 trainers. We've done 180 sessions with producers and our guess is that we've now touched 30-40% of the market. We use CowSignals as a tool to gain trust and show that we can help farmers as a partner. We've now had 6 years of consecutive growth. We all know it is hard to do that after the first 3 years, but CowSignals has helped us maintain the momentum. CowSignals is really the foundation of our dairy business. We are the CowSignals company in Canada.*

*We use CowSignals as a tool to gain trust. It has helped us reach 6 years of consecutive growth"*



- Barry Sutherland, ruminant manager at Agribrand Purina, Canada

"CowSignals changed my life and my business"

*After doing CowSignals we changed the philosophy of our business. It became less about selling but more about helping our customers reach their goals. We do this by giving really good advice and of course, sometimes we also need to recommend some products. But my customer should always feel that I care.*



- Peter Dambergs, sales man at Zoonia SIA and Agrera SIA, Latvia

I would highly recommend using/working with CowSignals team

*Last week we brought our Agri-Plastics dealers to Cowsignals, with a view to training them to be of better service to farmers. It was a great success, I would highly recommend using/working with CowSignals team.*



- Noel Kelly, CEO Creva, Ireland

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**"As a marketer I see a lot of opportunities to combine the CowSignals knowledge with our labels"**

*As a marketer I see a lot of opportunities to combine the CowSignals knowledge with our labels. I like the PeopleSignals just as much as the CowSignals. I can use PeopleSignals to get more interaction in my presentations.*



- Floor van Dijk, marketing manager at Nedap, the Netherlands

**"I learned to become a more effective advisor"**

*I learned about CowSignals and about PeopleSignals. PeopleSignals helps me communicate better with farmers, pay attention to body language and ask the right questions. It will make me a more effective advisor. I would recommend this, it's an excellent training with excellent facilities.*

- Francis Cosgrave, veterinary consultant, Ireland



**"His lecture was a great succes!"**

*Joep Driessen was in Brazil last week to Simpósio Internacional Leite Integral! His lecture was a great success! And now we have CowSignals and FeedingSignals books translated into Portuguese. Very good books!*

- Flavia Fontes, chief editor at Revista Leite Integral, Brazil



**"I've particated in a number of trainings by international experts. None of them was so understandable and practical"**

*I turned to a fellow trainee on my side and asked, "Do you think such a kind of training is helpful?"*

*"Very helpful," he said, "I participated in a number of trainings, some were given by international experts. Neither of them was so easily understandable and practical as the training we are attending this time. All we have learned will be useful for a lifetime."*

- Mr Hu Dinguan, is his dairy book, China



**"What a week! CowSignals training in Holland. I had the pleasure of meeting some great people from Germany, Norway, Taiwan, Turkey, Holland and the UK."**

*I absolutely recommend to anyone with an interest or love for our dairy cows to take a look at CowSignals. Thank you to everyone for making it such a great learning experience. Joep Driessen is a great host and fantastic trainer. Can't wait to pass on all I have learnt, can honestly say I will be looking at cows in a totally different way now! Thanks Joep!!*

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- Jeremy Dain, Training manager at Cogent Breeding, United Kingdom



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## GETTING RETURN ON INVESTMENT (ROI)

Of course, we want you to get return on investment if you decide to get CowSignals inside. How you do this, will entirely depend on your company plans. There is no one-size fits all here. However, let us give you an example of how you get return on investment. Let's say you educate 1 person as a CowSignals master trainer.

Costs: € 1950 + travel + 4 days of their time.

### Getting back those 4 days is easy

By organizing their own CowSignals training, your employee can have high quality contact with at least 10 (potential) customers in one day. How many farmers can they normally visit in that time? Let's say they normally visit 5 farmers per day, than they can win back that time in 4 training sessions. Everything after that just makes them a lot more efficient.

### Earning back € 1950 + travel costs

How you get back the financial investment, depends on what your average client brings in. Our suggestion is that for each training you mix groups of clients and prospects. Let's say each training will get you at least one new client or make you hold on to one client you'd lose otherwise. How much will that get you back of the invested €1950? How many new clients would you need? Also deduct the costs for organizing your own trainings of course.

### Marketing options, sustainable customer relations and motivated personnel

Besides earning back money directly by attracting new clients, getting CowSignals inside gives you a lot of other value as well.

- o You build more sustainable customer relations by helping them solve their fundamental problems
- o You motivate and educate your personnel
- o You get new marketing possibilities. Don't forget to discuss these options with your team!

Wondering how you would get back your investment? Don't hesitate to contact us at [info@cowsignals.com](mailto:info@cowsignals.com) or +31 (0)487 745041.

## SEE THE BENEFITS

"It's too time-consuming"

- o 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 quality wise.
- o 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"






- o 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.
- o There are other options: you can offer video learning instead of life training to your clients or have someone of the CowSignals team over to do workshops.

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## Technical Subjects

We have 12 subjects available as day training, lecture and video learning\*. Each training starts with an interactive lecture in the morning, followed by a practical workshop in the barn. We have trainers packages available with a PowerPoint and checklist on each subject.

	<p><b>COW SIGNALS</b> The basics: look at the body language of the cow and translate into management. In this training you learn about the six freedoms of pasture: feed, water, light, air, rest and space. You learn how to get healthy and stress-free cows. End game: prolong your cows longevity from 3 to 5 lactations.</p>
	<p><b>HOOF SIGNALS</b> Our cows' hooves are the weakest link in their health and welfare. Cows that become lame - even slightly - will eat, drink and lie down less. They will therefore produce less milk and it will be more difficult to get them in calf. Plus they will need additional attention and work on an ongoing basis. Learn how to focus on prevention, so your time won't be consumed by the treatment of lame cows anymore.</p>
	<p><b>YOUNGSTOCK SIGNALS</b> Young stock rearing costs around 3 cent per liter of milk on a well-run farm, as against 5 cent on a poorly run farm. To rear top-quality heifers cheaply and with minimum input of labour, you need to approach every stage of the process correctly. Work logically, carefully and cleverly. This training takes you through the whole process of rearing young stock.</p>
	<p><b>DRY TO FRESH</b> Our training course starts with the drying-off day and ends 4 weeks after calving. We explain dry period management from a variety of angles. We approach it from the perspective of a manager of a large farm and we identify with the person who has to do the work. Most importantly, we put ourselves in the position of the cow: what does she need for a good start to lactation?</p>
	<p><b>FERTILITY SIGNALS</b> Is she showing heat, do you observe heat, does she become pregnant? Two third of the success is in easy calving and a good start up.</p>



 	<p><b>PEOPLESIGNALS ADVISOR AND TRAINER</b>          Become an advisor with more impact. Learn how to convince, motivate and educate other people. Suitable for starting advisors as well as more experienced advisors who want to learn how to do even better.          In combination with another day training, you can be certified as CowSignals advisor. You'll be able to use all knowledge, materials and branding for your own purposes in a one-on-one consulting situation. An upgrade to CowSignals trainer is possible.</p>
	<p><b>UDDER SIGNALS</b>          Practical procedures for more immunity and less mastitis. Learn to understand udder health. She will show you 5 success factors: control, resistance, low infection pressure, milking and treatment.</p>
	<p><b>FEEDING SIGNALS</b>          Practical guide to optimal feeding management and production. This training supports the advisor, the farmer and his staff in doing an excellent job every day, in storing, mixing and feeding a ration that keeps cows healthy and productive.</p>
	<p><b>STRESS-FREE STOCKMANSHIP</b>          We teach how to look and think from the cow's point of view. How does she experience things? What makes her insecure? What are risk areas, where you need to be extra careful? We show you how to handle and move cows without any stress. We learn you to step back.</p>
	<p><b>ROBOT MILKING*</b>          CowSignals for robot milkers is a practical, interactive training course on cow behaviour and cow health on robotic milking farms. How do you make sure that cows are keen to go to the robot? We focus particularly on space, hoof health and work around the robot.</p>
	<p><b>BUILDING FOR THE COW*</b>          A cow needs a deep, soft bed, a feeding place and a stress-free calving line. We teach you how to think from the cow's point of view and build to provide in her needs: a nice bed, easy feeding and a grippy floor.</p>

\* Robotic Milking and Building for the cow not yet available as video learning.