

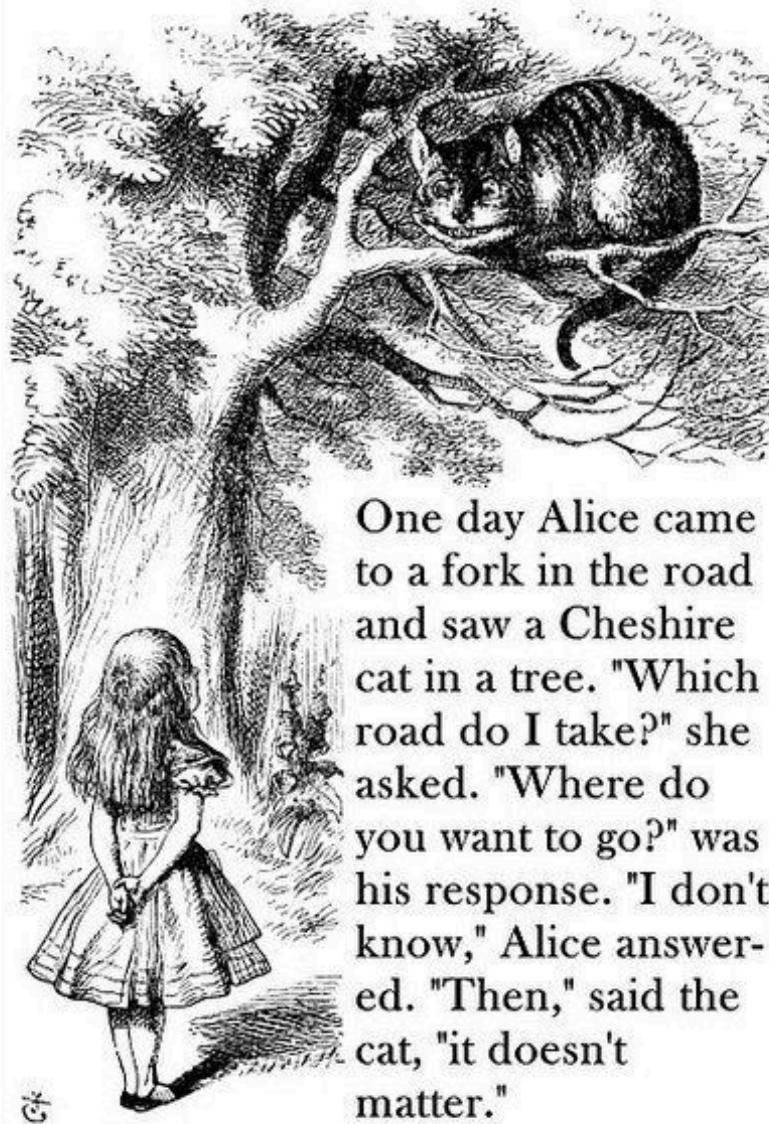
What Farmers Want From You: Precision Pain Points, Service Needs & Success Stories

Jeremy Wilson
Wilson Farms
January 9-10, 2017



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One day Alice came to a fork in the road and saw a Cheshire cat in a tree. "Which road do I take?" she asked. "Where do you want to go?" was his response. "I don't know," Alice answered. "Then," said the cat, "it doesn't matter."



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Grower Thoughts

- Calibration is more than just making the tractor steer properly
- You've done a great job training me, but "Bob" is clueless
- Help me verify ALL displays have the correct Grower, Farms and Fields loaded



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Calibration

- Work with the grower to explain how to verify sensor calibrations
- Take the few minutes to verify calibration any time you are on the farm
- **YOU ONLY GET ONE CHANCE TO COLLECT DATA ACCURATELY!!**



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When should you calibrate?

- Start of season
- When “out of the ordinary” results are displaying on the monitor
- Extreme changes in crop or planting conditions
- Crop changes
- Residue changes



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Training for ALL users

- Training “Bob” is a challenge
- Have the owner explain what he thinks “Bob” needs to know how to do with the system
- Keep in mind “Bob” will likely need a refresher course each season



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Ideas to Assist “Bob”

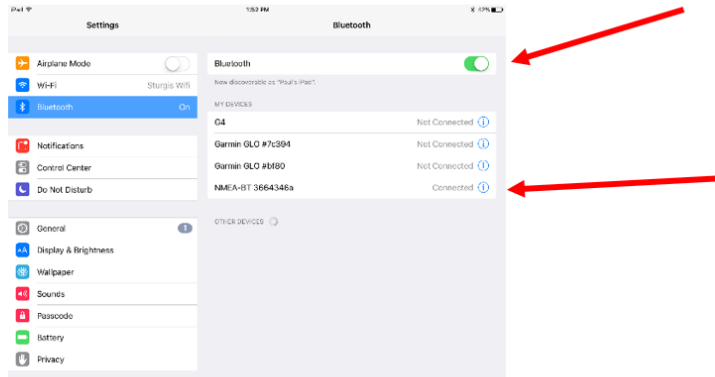
- Create one page “How to” sheets to leave in the cab



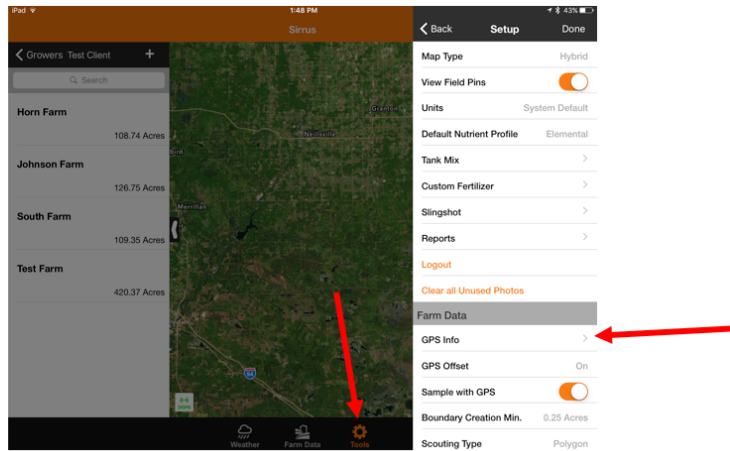
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13. Go to settings on the iPad, Bluetooth and make sure Bluetooth is turned on and connected to the adaptor.



- 14.
15. Start App and tap on “Tools” at the bottom, select “Setup”, then “GPS Info” and at the top “GPS”. Select the external adaptor as your choice for GPS.



- 16.



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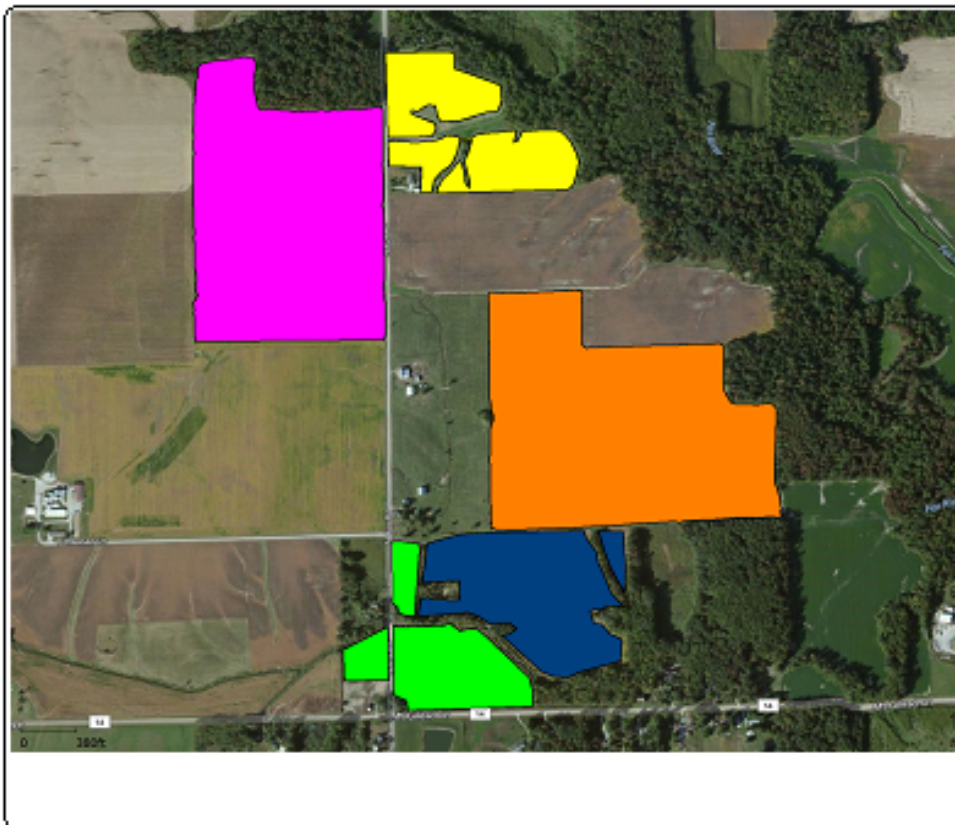
Ideas to Assist “Bob”

- Create one page “How to” sheets to leave in the cab
- Create farm maps with accurate Farms and Fields labeled



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■	J1 South Field & Patches (15.21 ac)	Field - Name
■	J2 Northeast Field (23.07 ac)	Field - Name
■	W3 E. of Pasture (60.33 ac)	Field - Name
■	W4 Blank Ground (53.32 ac)	Field - Name
■	WCR28 Roush (18.14 ac)	Field - Name



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Ideas to Assist “Bob”

- Create one page “How to” sheets to leave in the cab
- Create farm maps with accurate Farms and Fields labeled
- Work with the owner to help “Bob” understand the value created from data



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Display Setup

- Growers who use Precision Ag Data for decision making depend on accurate data from all displays
- Take the time to setup the Grower, Farm and Field structure on all of the displays on the farm



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Plan ahead for setup

- Create an inventory of the displays on the farm
- Create the setup files before you get to the grower's farm
- Once loaded, verify the field boundaries are loaded correctly



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Consider “Cloud” Services

- These services are a great tool to retrieve and share data
- Offers a “Backup” plan to the data on your stick
- Offers the “Easy” button most growers desire.



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Summary

- During service calls verify calibrations
- Make sure “Bob” knows how to use the displays on the farm
- Grower, Farm and Field structure is critical for intensive data management



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Thank You!

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What Farmers Want From You: Precision Pain Points, Service Needs & Success Stories

Rich Schlipf
Schlipf Precision Ag
January 9-10, 2017



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What farmers want from you:

- And as ye would that men should do to you, do ye also to them likewise.

» Luke 6:31

- Its real simple: Treat us like you would like to be treated!



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What farmers want from you:

1. Know Your Stuff
2. Answer Your Phone
3. A Well Trained Team
4. Parts Inventory
5. Respect
6. The Full Value
7. Earn Trust
8. Flexibility in Meeting Needs



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#2: Answer your Phone

- Take tech support calls.
 - Have service technicians available
- Key times: After 5 p.m. on weekdays and on Saturdays



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#3: A Well Trained Team

Technology is changing fast! Your **whole team** has to stay current.

- If you are a technology provider and it is a sideline to your core business, if I have problems, I **cannot be secondary to your main business!**



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#4: Parts Inventory



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#5: Respect

- Never forget: Farmers **invest a lot of money** in these components or technology.
- A reasonable expectation!



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#6: The Full Value

- “We have parts of our systems, data, etc. that we are not utilizing, either because of time or lack of training. In most cases we have more data -information available to us than we use.”



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#7: Earn Trust

- Know your product well
- Educate on the benefits and how it fits into our goals
- Tell us what they need, sell it to us, and teach us how to use it



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#8: Flexibility in Meeting Needs

\$6,000



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What farmers want from you:

*Treat us like you would like to be treated

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