



NewFields Ag Dealers

Dealer Guidelines, Performance Metrics, & Best Practices

Version 09-2023

Working together for success is important for our companies. In addition (or further defined) to the terms laid out within the Dealer Agreement, the following details are key guidelines and performance metrics to guide activities in working with our Company.

NewFields Ag Dealer

- **Approach and sell a minimum of five (5) new NewFields Ag customers on an annual basis.**
 - Each dealer sells Yearly minimum of \$10,000 Dealer cost of NewFields Ag product line per year to maintain dealer status.
 - Target is 5,000 acres of products
 - Provides estimated forecast of expected/potential sales by Dec. 1 each year for the next spring sales season. Agrees to update promptly the changes in orders and product needs.
 - Dealer to recruit, manage, and maintain a minimum of 5 NFA (New Fields Ag) customers and work to recruit 3 new customers per year to maintain "Dealer status."
 - Actively call on 25 retail customers/prospects during sales season.
- **Educate new and existing dealers** on proper product application, recommended usage rate and benefits of the product.
 - Attend NFA reseller training events to include: Online product training events, in-person regional and/or Company-wide training events.
 - Arrange at least 1 plot or side-by-side evaluation per growing season and report results back to NFA in a timely manner post-harvest (by Nov. 20th).
 - Host customer meeting in summer/fall, or winter/Spring for pre-sales season and pre-harvest customer interaction.
- **Invoice, collect payment, and deliver product:** includes arranging for direct shipping or shipping of product in a timely manner.
 - Manage returns and inventory protection promptly to comply with deadlines and inventory guidelines defined in programs.

- Promptly pay invoices and settle accounts.

- **Service your customers** on good in-season and post-planting follow-up addressing concerns and capturing success.
 - Keep Distributor/Business Development Manager informed of conversations and status of sales/follow-up process with a customer.
 - Ask customers for yield information to help build current and historical data for improving user experience and ROI benefits of products.

- **Provide a spreadsheet of your targeted customer prospects**
 - Business name & location for each crop year (minimum of 25) of customer prospects you are calling on.
 - Discuss progress on a quarterly basis with your Distributor/Business Development Manager

- **Inventory of NewFields Ag products.**
 - Be willing to move product to customers, and between other resellers in a team-oriented manner to aid in customer satisfaction and inventory management.
 - Communicate with Distributor/Business Development Manager about inventory on hand and ability to allow for movement for inventory control.

- Dealers are required to **participate in applicable NewFields Ag Training Sessions** held via TEAMS/Zoom Product Training webinars, in person, or regional meetings.
 - Participate in 1 to 2 trainings per year.
 - Are responsible for representing products accurately, including application timing, pricing and terms to their dealers and customers.

- **Dealer agrees** that LMT (Low Mu Tech) representative who refers a customer to them to service may contact said customer for other biological product line sales.
 - Will work with Distributor for best way of communicating product lineup and programs in service to the customer.

- **Dealer to bring defined value in relationship** to their respective customers and new prospects such as to hold strongly to the value of unique product portfolio.