



WINFIELD[®]
UNITED
Clinics



What is a WinField United Clinic?

Training and education around an adjuvant or plant nutrition product/topic.

The Goal: increase grower knowledge, loyalty and product purchase.

5 Topics for Clinics

- **Response To Fungicide (RTF)**
 - Think: fungicide and MasterLock adjuvant yield advantage.

5 Topics for Clinics

- **Response To Fungicide (RTF)**
 - Think: fungicide and MasterLock adjuvant yield advantage.
- **Dicamba + Adjuvants**
 - Think: what you need in the tank. OnTarget, Class Act Ridion, and don't forget InterLock.

5 Topics for Clinics

- **Response To Fungicide (RTF)**
 - Think: fungicide and MasterLock adjuvant yield advantage.
- **Dicamba + Adjuvants**
 - Think: what you need in the tank. OnTarget, Class Act Ridion, and don't forget InterLock.
- **Journey of the Droplet**
 - Think: why you need adjuvants for every droplet.

5 Topics for Clinics

- **Response To Fungicide (RTF)**
 - Think: fungicide and MasterLock adjuvant yield advantage.
- **Dicamba + Adjuvants**
 - Think: what you need in the tank. OnTarget, Class Act Ridion, and don't forget InterLock.
- **Journey of the Droplet**
 - Think: why you need adjuvants for every droplet.
- **High Yield / High Management**
 - Think: high yield requires micronutrients.

5 Topics for Clinics

- **Response To Fungicide (RTF)**
 - Think: fungicide and MasterLock adjuvant yield advantage.
- **Dicamba + Adjuvants**
 - Think: what you need in the tank. OnTarget, Class Act Ridion, and don't forget InterLock.
- **Journey of the Droplet**
 - Think: why you need adjuvants for every droplet.
- **High Yield / High Management**
 - Think: high yield requires micronutrients.
- **Nitrogen Management**
 - Think: all things Nitrogen.



Opportunity: post-clinics

OVERVIEW

Keep the momentum post clinic by giving retailers the plan and resources to stay close to farmers and move them to purchase. All the items listed below can be co-branded for use in their own marketing efforts.

Retailer Playbook Table of Contents:

- Calendar
- E-mail
- SMS
- Social posts
- WU Articles
- Videos
- Best Practices



Calendar: provides a timeline of recommended communications with farmers post event



E-mail: Email copy for retailer to send to farmers after they attend a clinic event



SMS: Copy that retailers can send out via mobile device (text message)



Social posts: Social posts and post copy for retailers to post on owned channels



WU Articles: Recommended links to articles that live on WU.com (retailers to use copy in social or email)



Videos :06-:15 sec videos featuring key takeaways from Clinic sessions



Consultative Selling Best Practices: Includes tips on how to engage farmers

OVERVIEW

Keep the momentum post clinic by giving retailers the plan and resources to stay close to farmers and move them to purchase. All the items listed below can be co-branded for use in their own marketing efforts.

Retailer Playbook Table of Contents:

- Calendar
- E-mail
- SMS
- Social posts
- WU Articles
- Videos
- Best Practices



Calendar: provides a timeline of recommended communications with farmers post event



E-mail: Email copy for retailer to send to farmers after they attend a clinic event



SMS: Copy that retailers can send out via mobile device (text message)



Social posts: Social posts and post copy for retailers to post on owned channels



WU Articles: Recommended links to articles that live on WU.com (retailers to use copy in social or email)



Videos : 06-:15 sec videos featuring key takeaways from Clinic sessions



Consultative Selling Best Practices: Includes tips on how to engage farmers

Feedback?