

**DO YOU DESERVE TO WIN?**



# SO WHAT'S YOUR EDGE?

## INTRODUCING *SELLER'S EDGE*.

The sales tool combining timely news and information, relevant insights and skill development in an all-in-one platform.

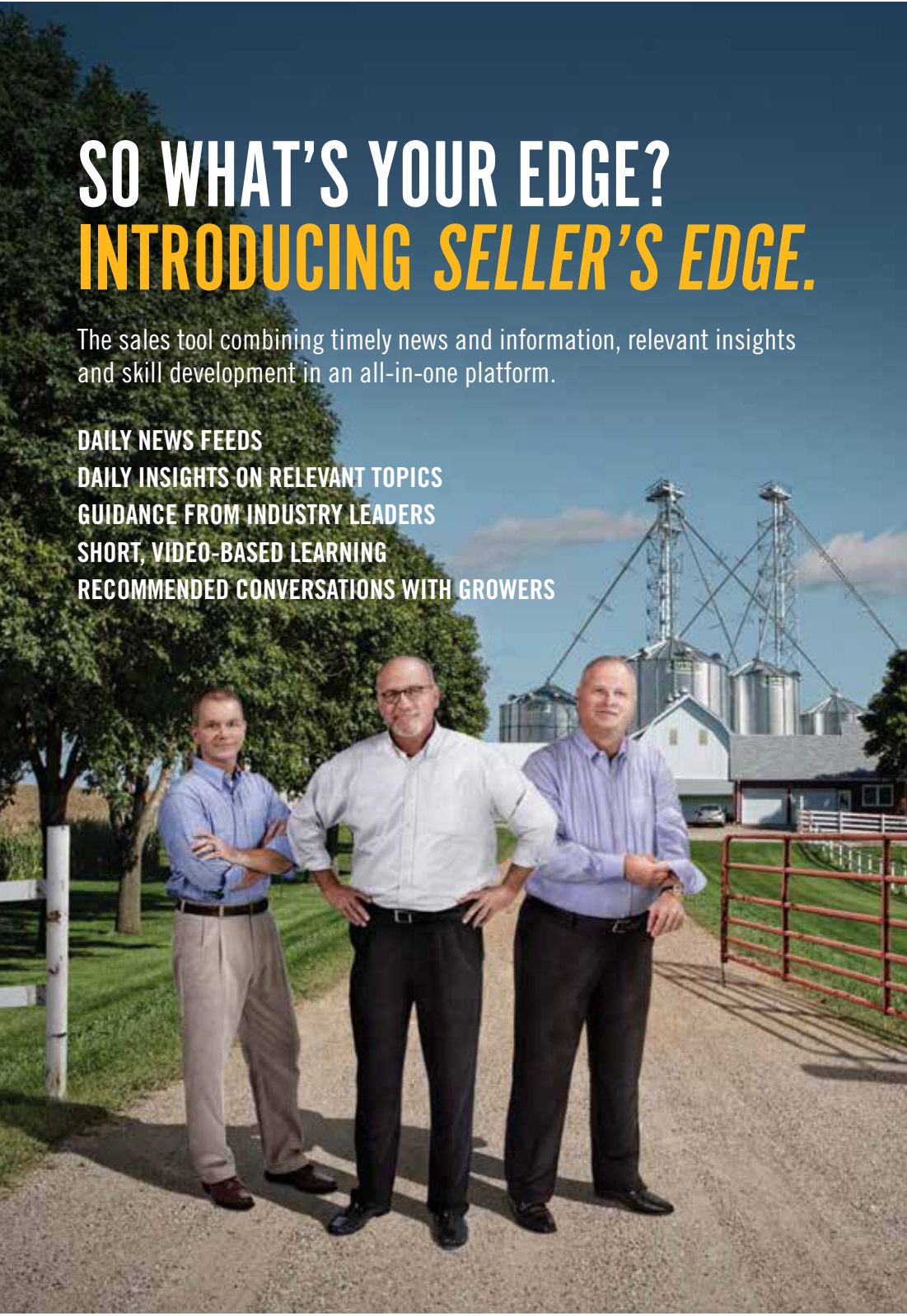
**DAILY NEWS FEEDS**

**DAILY INSIGHTS ON RELEVANT TOPICS**

**GUIDANCE FROM INDUSTRY LEADERS**

**SHORT, VIDEO-BASED LEARNING**

**RECOMMENDED CONVERSATIONS WITH GROWERS**



## BETWEEN THE THREE OF THEM, THESE GUYS KNOW PRETTY MUCH EVERYTHING ABOUT AG SALES.

We've brought together three key leaders in agriculture to create Seller's Edge, an online performance support platform to help your sales organization gain and retain its competitive edge.



### Dr. Jaye L. Hamby

Dr. Jaye L. Hamby has consultative expertise in the agronomy and livestock market segments. He has led launch efforts for major crop protection products and livestock pharmaceuticals. Jaye also served as a primary consultant for a rebranding initiative for a major agricultural retailer and is often invited to assist agribusiness organizations with their strategic planning efforts.

### Dr. David Ash

A Purdue University graduate with a general agriculture degree, David also earned Master's and Doctoral degrees in education from Ball State University. David has extensive experience developing and deploying go-to-market, enterprise-wide learning and training solutions that enable field sales, technical and sales leadership to confidently improve sales performance.

### David Parker

David Parker specializes in strategic planning, sales and marketing, business management, value-based solutions and branding initiatives. David's focus is on the "people" side of the business. He is a nationally known speaker and facilitator, having delivered over 2,500 presentations, and he has consulted with small, large and Fortune 500 companies.

Give your sellers the confidence and credibility to challenge growers with smarter ways to increase yield potential and improve efficiencies. Your team can make friends on Facebook.

To make better customers, subscribe them to Seller's Edge.

**Subscribe by December 15, 2016 for an early-order discount. To learn more and subscribe, call 888-787-4050 to speak to our team of experts or visit [sellers-edge.com](http://sellers-edge.com).**



