

FIELD AGENT PLAYBOOK

6 Habits of Top Agri Sales Reps

Here are the habits that differentiate top agri sales reps from the rest. Share this playbook with your field agents and ensure they follow it religiously.

1. Plan Your Day with Purpose

- ✔ Set 1-2 clear sales goals daily
- ✔ Map your farmer/retailer visits
- ✔ Check samples & tailor your pitch

3. Report in Real Time

- ✔ Log visits & outcomes as they happen
- ✔ Use field force tools for faster sync
- ✔ Raise issues immediately

5. Gather Market Intelligence

- ✔ New competitor sightings
- ✔ Farmer challenges/preferences/-complaints
- ✔ Retailer feedback or shortages

2. Prioritize High-Value Interactions

- ✔ Focus on large-acreage farmers & loyal retailers
- ✔ Follow up with warm leads
- ✔ Add value before pushing sales

4. Track Key KPIs

- ✔ Farmer meetings | Demos | Orders
- ✔ Distance covered | Time per visit
- ✔ Follow-ups scheduled

6. Reflect Before You Close the Day

- ✔ What worked today?
- ✔ Any missed opportunities?
- ✔ What's pending for tomorrow?

Use Field Force Management Apps to automate logs, reduce manual errors, and stay productive even in low-network areas.

Boost Your Agri Sales Reps' Productivity Today With TrackoField