

Fuel the Farm - Role Cards

SALESPERSON

You are a new GROWMARK Energy Account Manager seeking to earn new business. Ask purposeful, open-ended questions, identify the customer's needs, connect a product or service to those needs, respond professionally to objections, and end with a clear recommendation or next step.

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CUSTOMER

You are a farmer who has purchased energy products from a GROWMARK competitor for five years. Use your assigned scenario and objection card. Share information when the salesperson asks useful questions and raise your objection during the conversation.

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OBSERVER / COACH

Listen for needs-based questions, a clear product-to-need match, professional objection handling, and a clear recommendation. At the end, share one strength and one specific opportunity for improvement.

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Fuel the Farm - Common Objection Cards

CUSTOMER OBJECTION “I am happy with my current supplier.”	CUSTOMER OBJECTION “I like working with my current salesperson.”
CUSTOMER OBJECTION “Your prices are higher than what I pay now.”	CUSTOMER OBJECTION “Switching suppliers seems like extra work.”

Fuel the Farm - Customer Scenario Cards

ROW CROP FARMER

CUSTOMER SCENARIO

Customer Need: Reliable diesel during planting and harvest.

Operational Concern: Equipment downtime is costly.

LIVESTOCK FARMER

CUSTOMER SCENARIO

Customer Need: Reliable propane for heating livestock facilities.

Operational Concern: Winter propane supply is critical.