

Farmer Meeting & Outreach Kit

Agri-Inputs & Farm Supply

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a plan and talking points for a farmer meeting or village outreach — agenda, agronomy value content, product introductions, offers and follow-up — to build relationships and pre-book demand. Use it to run effective outreach. For a big demo event use the Field Day Campaign tool.

Purpose of this tool & output

Run farmer meetings that build sales

How the output is used

Use it to run farmer meetings that build sales — agenda, advisory content, product tie-in and follow-up that turns attendance into orders.

Important cautions

Lead farmer meetings with genuine agronomy value, not a hard sell — trust converts across the season. Keep scheme claims honest and follow up on pre-bookings. Recommend products responsibly and within label.

Companion documents

- Input Sales Strategy
- Crop Advisory & Recommendation Builder
- Right-Product Recommendation Guide
- Product Demo & Field Trial Planner
- Crop Package-of-Practices Builder
- Season Readiness Planner

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