

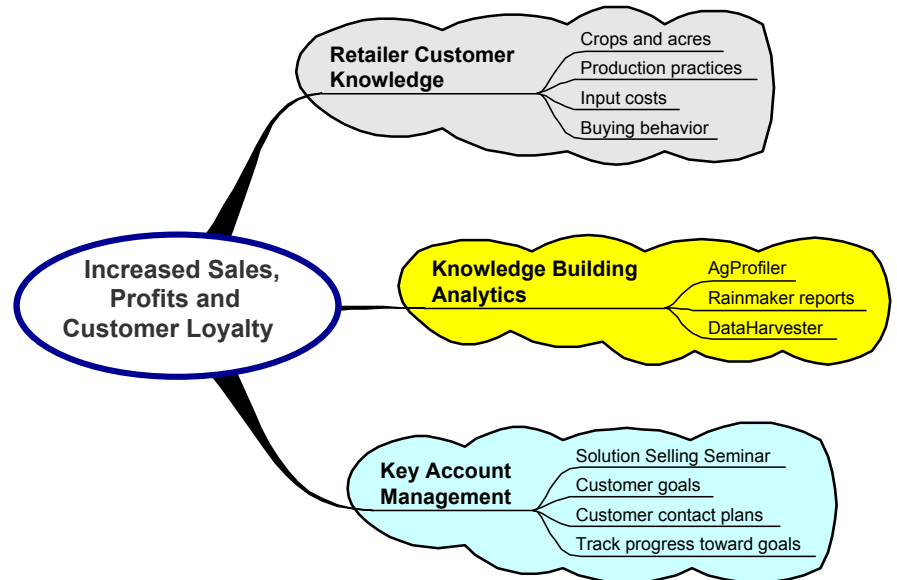
The *Rainmaker* Program: An Exciting New Opportunity for I.D.E.A. Members Brought to You by AgKnowlogy Inc.

In today's world, characterized by increased competition and market consolidation, agricultural retailers are looking for ways to increase sales, preserve margins, build customer loyalty and raise the bottom line. Now, a comprehensive solution to growing your business may be just around the corner. I.D.E.A. has partnered with AgKnowlogy, Inc. to present AgKnowlogy's *Rainmaker* program to I.D.E.A. members.

AgKnowlogy is a group of Agribusiness professionals, Certified Crop Advisors and software developers who work with agricultural retailers to help them increase sales, profits and customer loyalty. AgKnowlogy's clients include some of the most prestigious, innovative and profitable agricultural retail organizations in the industry.

AgKnowlogy's *Rainmaker* program is a turnkey approach that helps retailers **identify** and **capture** opportunities with high potential customers and prospects. *Rainmaker* combines a retailer's customer knowledge with AgKnowlogy's analytical tools and account management training into a highly effective business tool.

The process begins with retailers sending AgKnowlogy their sales data which is loaded into a database and used with AgKnowlogy's *AgProfiler* application to profile key customers and prospects. Information collected includes acres, production practices, input costs, tillage practices, services and farmographics. The resulting *Rainmaker Report* is a complete analysis of your customers, including an analysis of the share you hold of a customer's input business, as well as the identification of new sales opportunities. **On average, AgKnowlogy has helped retailers discover \$1.5 million to \$2.5 million in opportunity sales.** The *Rainmaker Report*:



- Creates customer value segments to identify who drives your business.
- Identifies Share of Inputs (SOI) for your high potential customers. Do you know the percentage share of the business you possess with your best customers? You may be surprised by the results .
- Determines customers and product categories which are most profitable. Which customers justify your resource allocation?
- Tracks trends in customer loyalty and identifies signs of defection. Often, we don't identify defection until much of the business is lost. *Rainmaker* can alert you before it is too late.
- Provides leads and customer profiles for targeted selling.
- Benchmarks your trends, sales and profitability against other retailers in your market.

Also available for your use is *DataHarvester*, a web enabled query tool that lets retailers use information gathered by the *AgProfiler* in combination with their sales data in real time. The ability of *DataHarvester* to find hidden opportunities in your business is unlimited since it has the capability of digging deep into your business. Five key building blocks can be combined to produce information on your business trends: product sales, crop programs, customer knowledge, farmographics and location. Through *DataHarvester*, you can generate target lists and information to guide sales calls and contact plans.

Through membership in I.D.E.A., agricultural retailers can take advantage of the AgKnowlogy program for a significant cost reduction:

- You pay only \$2800 per year, Canadian funds . . . a savings of nearly \$1,000 vs. AgKnowlogy's U.S. pricing.
- A one time set-up fee of just \$900 is required to get things up and running. There is no additional cost for other centrally-managed locations in your agricultural retailing business.
- You earn a rebate of \$100 towards your next year's I.D.E.A. membership fee.

For each I.D.E.A. member taking advantage of this excellent opportunity, AgKnowlogy will provide I.D.E.A. with \$100 in sponsorship dollars, to be used for *Rainmaker* training sessions.

For details, contact Bill Keogh, AgKnowlogy, by phone at 905-868-9953, by fax at 905-868-9394 or by email at bill.keogh@agknowlogy.com. For more information on AgKnowlogy, visit [www. www.agknowlogy.com](http://www.agknowlogy.com).