TAKE THE NEXT STEP

With acceptance into Vector, your future is moving in the right direction
If your application is accepted, the Pfister team will be ready to help you through the first stage of the Vector program: the internship.

Everyone in your Vector internship class will set out with the goal of completing all three steps and earning $10,000 to start their own seed businesses. But the seed industry is competitive, and so is this internship; not everyone will make it all the way to the end. Here’s how it works:

Stage 1: Internship
At each step of the internship, you will be given particular tasks and goals, and your evaluation will be based on your ability to meet those goals. You can also expect certain benefits at each step, including the opportunity to potentially earn college credit.

**Step 1 ▶ Summer Internship**

**Tasks:** During the summer internship, you will develop a list of 30 growers in your area and build a relationship with each one. As you learn more about each grower’s operation and gain their trust, you will develop a profile on each grower and record your interactions.

**Benefits:** You’ll learn business basics, such as the importance of budgeting, record keeping and customer research, while you build and qualify your prospect list. The summer internship pays $4,000, and Pfister will provide you with a vehicle and cover select selling expenses.

**Evaluation:** Along with ensuring you meet the requirements of your class, you will be assessed on each agronomic and sales task you’re assigned. This assessment will determine whether you proceed to Step 2, the fall internship.

**Step 2 ▶ Fall Internship**

**Tasks:** During the fall internship, you’ll identify at least 10 growers from the list of 30 profiles you developed during the summer internship and work with them to get 20 to 40 acres of Pfister soybeans planted on their farms.

**Benefits:** Although you won’t be selling seed at market price, convincing a grower to plant a trial (part of product adoption) will help you understand and learn to overcome the challenges of acquiring new customers. You’ll also gain knowledge of product performance by helping harvest and collect data from plots in your sales district. The fall internship pays $3,500, plus we’ll cover select selling expenses.

**Evaluation:** At the end of the fall internship, you will be evaluated based on your results and how you interact with prospective customers. This evaluation will determine whether you move on to the final step of the internship process.

**Step 3 ▶ Spring Internship**

**Tasks:** During this third and final step of the internship, you’ll deliver the soybean seed to the 10 committed growers from the fall internship. You’ll be responsible for tracking your seed inventory, delivering the seed, and helping with plot planting and following up with growers.

**Benefits:** You’ll nurture your relationships with growers and learn the importance of being more than just a salesperson. You’ll also receive $3,500, along with reimbursement for select selling expenses from Pfister.

**Evaluation:** Your performance over the entire internship program will be assessed at the end of this step. If you’ve done well, you’ll be offered the opportunity to continue to the second stage of the Vector program, an elite entrepreneurial opportunity to start your own business with a $10,000 investment from Pfister Seeds!
Stage 2: Start Your Own Business

With your Vector internship under your belt, now you’re ready to start building your own business using the skills you’ve learned.

Step 1 ▶ Receive Start-Up Funding and Set Up the Business

Before the selling season starts, you can expect to receive your start-up funding payment of $10,000. This capital will help you buy essential resources—such as equipment, a truck, and office supplies—to get your business up and running. This investment from Pfister Seeds will help jump-start your business, and we’ll be there to provide the guidance you need.

Step 2 ▶ Follow the Roadmap to Success

You began following Vector’s Roadmap to Success during your internship, and you will continue to use it to fine-tune what you learned as you build your business. With this proven process, combined with the experience of a successful Pfister representative as a mentor, you will start your business and develop an effective sales strategy.

Step 3 ▶ Start Your Business

With your business plan, story and prospect list in hand, you’ll be ready to start selling. You’ll be expected to meet incremental sales goals for your first three years in business. We designed these goals to be realistic and achievable, because your success is our success. If you can get 15 prospects to plant only 30 units of corn each, you will meet your entire corn sales goal for year 1.

The following table shows annual sales goals and the typical commission you can expect to earn.

**Your earning potential with Vector**

<table>
<thead>
<tr>
<th>Year</th>
<th>Program funding</th>
<th>Total corn units goal</th>
<th># of corn customers</th>
<th>Total soybean units goal</th>
<th># of soybean customers</th>
<th>Total commission earned*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$10,000</td>
<td>450</td>
<td>15</td>
<td>800</td>
<td>15</td>
<td>$11,900</td>
</tr>
<tr>
<td>2</td>
<td>-</td>
<td>750</td>
<td>25</td>
<td>1,200</td>
<td>20</td>
<td>$19,500</td>
</tr>
<tr>
<td>3</td>
<td>-</td>
<td>950</td>
<td>33</td>
<td>1,500</td>
<td>25</td>
<td>$24,650</td>
</tr>
<tr>
<td>4</td>
<td>-</td>
<td>1,500</td>
<td>40</td>
<td>4,000</td>
<td>35</td>
<td>$43,000</td>
</tr>
<tr>
<td>5</td>
<td>-</td>
<td>2,000</td>
<td>50</td>
<td>5,000</td>
<td>40</td>
<td>$56,500</td>
</tr>
</tbody>
</table>

*This example is based on a commission of $22/unit corn and $2.50/unit soybeans.

---

**Roadmap to Success**

**Business Plan**

An experienced member of the Pfister team will consult with you to develop a strategy for achieving your goals and keeping your sales and income moving upward. You will make some important decisions about your business, too, such as choosing a business name, deciding the legal structure of your business, and working out your goals for your business.

**Your Pfister Story**

Your story is as unique as you are, and it gives you a chance to tell customers why they should do business with you. You will develop your story to tell customers who you are, why you’re passionate about farming and why you choose to sell Pfister seed.

**Prospect List**

It’s time to revisit your prospect list (grower profiles) from your internship. With the guidance of your Pfister mentor, you will add more prospects and determine whom to call on and where you can have the best chances of sales success. You’ll probably begin with people you know, but as you find success, the circle of people who appreciate your seed knowledge will widen, your prospect list will lengthen and your business will grow.

Learn more at pfisterseeds.com/vector
One of the biggest advantages to joining Vector is that it grants you the time and flexibility to work on your family’s operation. We understand that your family depends on your help, the farm work supplements your income and, most importantly, it’s what you love to do.

Example of additional income earned through part-time work on the farm:

$12/hr. x 20 hrs./week x 48 weeks/yr. = $11,520/year

Between the seed expertise you’ll gain through your internship, sales work and continued hands-on experience at your family’s operation, Vector puts you on a solid path toward your farming future.